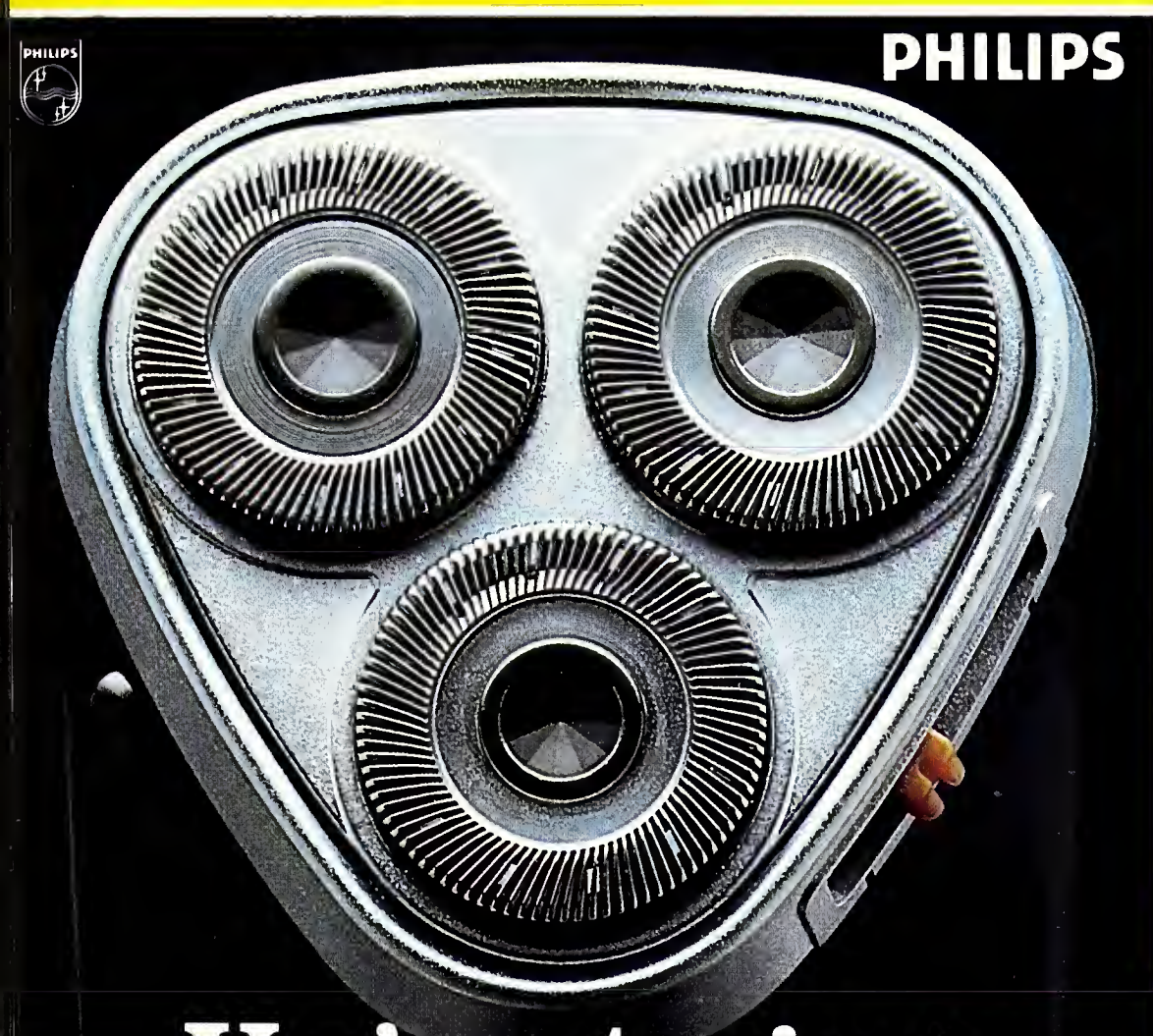


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Simply years ahead



**PSNC urges  
W. Glamorgan  
contractors to  
overrule LPC**

**PPA puts  
Tricker ideas  
to the test**

**Numark letter  
to Enterprise  
members**

**The economics  
of a second  
pharmacist**



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# CHEMIST & DRUGGIST

Incorporating Retail Chemist

August 19 1978

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Editor Ronald Salmon MPS

Assistant Editor Adrienne de Mont BPharm MPS

Technical Editors Graham Thorne BPharm MPS,  
Barbara Weston BPharm MPS

Beauty Editor Kim Pearl

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director Arthur Wright FPS DBA

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### Regional advertisement offices

Midlands 240-244 Stratford Road, Shirley Solihull,  
West Midlands B90 3AE 021-744 4427  
North east Permanent House, The Headrow, Leeds LS1 8DF.  
0532 452841  
Scottish 74 Drymen Road, Bearsden, Glasgow  
041-942 2315  
North west 491 Chester Road, Old Trafford, Manchester M16 9HF  
061-872 5151  
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19 August 1978

## COMMENT

### A chance to help

A booklet on "Incontinence", published by the Disabled Living Foundation (see p280), gives a depressing insight into the tremendous burdens that families with handicapped children have to bear. The author, Dr Jonathan Bradshaw, deals mainly with how the Family Fund, run by the Joseph Rowntree Memorial Trust, has provided such families with washing machines and dryers to help them cope with the endless drudgery of cleaning bedding, clothing and other equipment.

Some of the most poignant reading comes in a section devoted to interviews with parents of handicapped, incontinent children and it is here that one particular chemist comes in for some vehement criticism: "I get the bags, plaster and cream on prescription from the doctor, but even then I have to take them into M to get the prescription made up. This chemist here, he's not a bit of help, he just says 'Oh, we've got no call for those; he could get them if he tried, so I have to go into M and that costs me 30p a time. One time I took a prescription and I had to make four journeys which cost me £1.20 because her bags weren't in, they have to be ordered . . . if the chemist up here would put himself out a bit he could order them for me. At one time he couldn't get any of the plaster adhesive, he says, 'Oh I can't get it'—I mean, it would be a regular order, she's got to have it for life. I make sure that I don't run right out and then I go about every three weeks with the prescription."

One chemist only, perhaps. For this one bad example there could be thousands who are offering an impeccable service, and it may be unfair to condemn the pharmacist concerned without hearing his side of the argument. He could have experienced supply difficulties or been reluctant to stock expensive equipment that might never be used. The Disabled Living Foundation, however, often receives comments that "chemists don't stock anything" in the way of disposables and other equipment not available on NHS prescription. Because of the embarrassing nature of their complaint, adult incontinents are often reluctant to seek advice and when buying products will make do with unsuitable alternatives from the baby care or sanpro counters. This in turn could lead to pharmacists thinking there is no demand for specialised items.

But, according to the Disabled Living Foundation, there are about two million incontinence sufferers in the UK and manufacturers have been known to resort to mail order because they "don't know where to market" this type of product.

In recent years the profession has taken a much greater interest in providing a service for ostomy patients. Similarly, the community pharmacy seems an obvious source of help and supplies for the incontinent. The Disabled Living Foundation, 346 Kensington High Street, London W14 8NS, can advise on useful equipment.

For items available on NHS prescription, there could be a good case for pharmacists compiling a register of appliances stocked at particular premises so that emergency supplies can be obtained from colleagues. Such a scheme has been set up by Norfolk pharmacists, after the Ileostomy and Colostomy Associations had expressed concern that patients, particularly new ones, had difficulty in obtaining supplies quickly. About 30 contractors in the area have submitted information for the register, which is about to be circulated.

In these days when the profession's public relations campaigns concentrate on the pharmacist's unique service, it can only be damaging when a member of that public—already in a sorry plight—has to resort to the words "This chemist here, he's not a bit of help . . ."



# W. Glam favour levy payment by 31:26

The Pharmaceutical Services Negotiating Committee has decided not to withdraw its services from the West Glamorgan contractors at present.

The following statement was issued this week: "The PSNC has a firm indication that it is the wish of the majority of pharmacist contractors in West Glamorgan that the Local Pharmaceutical Committee pay the PSNC levy; there will therefore be no withdrawal of PSNC services at the present time. The Committee calls upon contractors in West Glamorgan to convene a meeting of all contractors by September 24 in order to instruct the LPC to pay the PSNC levy."

A PSNC spokesman told *C&D* that

the views of West Glamorgan contractors had been assessed in a "mini-referendum;" 26 contractors agreed with the LPC that the levy should be withheld but 31 disagreed. None of the other 100 or so contractors replied. The multiples had a vote for each pharmacy and the committee members' votes accounted for about 10 of the total.

Mr Martyn Lloyd, the West Glamorgan LPC secretary, told *C&D* that he would welcome a meeting. "It will stir the contractors out of their apathy," he said. "It will be interesting to see what happens. Presumably if the contractors don't hold a meeting it must mean they support the LPC." Mr Lloyd said the LPC would abide by a majority decision.

## Many aspects of IUDs controlled

The manufacture, wholesale dealing and other aspects of intra-uterine devices are now controlled by law. Licences will be required for all new devices from October 1 but companies with IUDs already on the UK market will be given a transitional period to apply for licences, probably to April 1, 1979.

These measures have been taken to rationalise the legal position. IUDs which claimed to achieve their effect by a chemical rather than a mechanical means were regarded as drugs and controlled as such. Now all IUDs are within the scope of Medicines Act control.

The Medicines (Intra-Uterine Contraceptive Devices) (Appointed Day) Order 1978: SI 1978: 1138; The Medicines (Licensing of Intra-Uterine Contraceptive Devices) Miscellaneous Amendments) Regulations 1978: SI 1978: 140; The Medicines (Intra-Uterine Contraceptive Devices) (Amendment to Exemption from Licences) Order 1978: SI 1978: 1139).

## Help for incontinent children

Existing services are not adequately meeting the needs of families with incontinent children, according to Dr Jonathan Bradshaw, senior research fellow, department of social administration, York University.

In a booklet "Incontinence: A burden for families with handicapped children", published by the Disabled Living Foundation, he studies the extent of complaint and its effects in 32,000 families seeking help from the Family Fund, set up in 1973 by the Joseph Rowntree Memorial Trust. He found that services which were supposed to relieve the burdens of such families—laundry and free equipment—were often not helping.

Equipment such as pads, nappies, pants, creams and aerosols could be made available as nursing items by the area health authorities at clinics or

through health visitors, but the booklet says many families had given up using the service for three main reasons—several needed more help or supplies than the service was prepared to provide; the equipment offered was not suitable, eg some clinics only supplied adult pads, the pants were the wrong size or pads were not sufficiently thick; the equipment centre was a long way away . . . "by the time they [the parents] had trailed into the town centre it was often cheaper and easier to buy their own equipment at the local chemist." The author feels more needs to be known about the extent to which incontinence can be treated or ameliorated by medical intervention; how some families get help and others do not; and what are the best ways to identify treatable incontinence (see also comment, p279).

## Fourteen pharmacies lost in July

There was a net loss of 14 pharmacies from the Pharmaceutical Society's Register of premises in July. All changes occurred in England only, with 23 closing down, three of which were in London and nine opening up, one of which was in London.

has supplied two separate vaccines of cholera and typhoid A & B, the basic prices of the preparations would be allowed. Where the vaccines are dispensed separately two professional fees are payable and there are two patient charges.

The arrangement applies to prescriptions dispensed up to and including August 31, 1978.

## Chemists' June sales

Sales by all kinds of business increased by 14 per cent to an index of 243 (1971=100) in June this year compared with June 1977 whilst those of chemists and photographic dealers increased by 17 per cent to 273. Independent retailers in general increased sales by 11 per cent to 214 and independent chemists by 16 per cent to 238. National Health Service receipts are excluded as are multiple and Co-operative Society sales.

## TAB and cholera vaccine supplies

Supplies of combined typhoid A&B and cholera vaccines (TAB CHO/VAC) will not be available until at least mid-August, the manufacturer advises. Therefore the Pharmaceutical Services Negotiating Committee and the Department of Health have agreed that, where a pharmacist endorses a prescription that he

## FPA wants to extend scope of advertising

The Family Planning Association wants to increase the scope of advertising of contraceptive methods and services to the public. In the annual report for 1977-78, Mr Alistair Service, FPA chairman, says that they hope to approach such bodies as the Independent Broadcasting Authority and GPO, to request that factual information about birth control and contraceptive advertising should be accepted. At present these bodies say that many forms of such advertising would be offensive to the public.

However the role of the FPA as an education and information service to medical and lay workers in family planning and to the public was consolidated in 1977. Demand from GPs, clinics, educational officers and others for leaflets doubled from three million a year to nearly six million.

The report says that the service was set up to let the public know about and use the free NHS family planning service. Therefore these NHS services should continue to exist. The report says that during the past year, while the FPA has been monitoring the running of the service under the NHS it has seen a gradual erosion in some areas of the standard of service and in some cases a threat to the entire service. Some area health authorities tend to think family planning is one area in which they can make cuts. Also, as the GP family planning service is funded directly from the Department of Health, many AHAs are encouraging women to go to their GP rather than to clinics. This discriminates against those women who prefer a clinic service.

□ The FPA is planning an educational course for pharmacists on contraceptive methods and devices.



# PPA reports experience of Tricker proposals

The Prescription Pricing Authority has, where possible, put into action the recommendations for improvement by Mr R. I. Tricker, director, Oxford Centre for Management Studies (C&D January 29, 1977, p106). However, not all have proved successful. Comments on the actions taken appear in the PPA annual report for the year ending March 31, 1978.

Mr Tricker, in his report, suggested pricing bureaux output might be increased by introducing measures to reduce the amount of checking on trainee pricers and by forming small groups of pricers and supervisors as a team. The small group working was introduced but the reduced checking was tried and found to be unsuccessful. The output was not increased and the training programme was adversely affected because checking and printing out errors were used as a method of training. A system of bonus payments did improve output, however.

## Personnel unit established

A personnel unit was set up following recommendations but extending the training period was found to produce poor performance standards. Recruitment of older staff met with some success in the new division at Bolton. Part-time staff was found to be unnecessary and not cost effective. Flexi-time was also introduced.

Commenting on information activities the PPA report says no resources are available to provide more detailed information to the chemist on his NHS transactions nor to extend the prescribing information to each doctor. Extension of drug usage information was also not possible because of low resources. Sample pricing of prescriptions would meet with great opposition from the Pharmaceutical Services Negotiating Committee and the General Medical Services Committee, the report anticipates, and studies on simplification of PPA procedures have found no agreement between PSNC and the Department of Health.

## Computerisation

Mr Tricker's recommendation that steps should be taken towards introducing computerisation has resulted in a feasibility study into cost effective means of data capture. £190,000 has been reserved to finance the study for two years. Computer systems and staff are being engaged and a steering committee has been set up with members from representative bodies. The Tricker recommendation that consideration be given to using manual coding techniques if a fully integrated system was not feasible is described as not cost effective by the Prescription Pricing Authority.

Recruitment for management posts seeking experience but not necessarily pharmaceutical qualifications has met with poor response to current salary gradings and scales of remuneration. Efforts to promote two-way flow of staff with the rest of the NHS and, in some cases, the Civil Service, have shown that promotion and career prospects in the PPA are inferior and that salary gradings are not conducive to such movement. The PPA constitution has also been changed in line with but not entirely as the Tricker recommendations. Mr Tricker was assisted in his inquiry by Mr J. Charlton, former secretary of PSNC, Dr W. G. A. Riddle, British Medical Association, and Mr S. Shaw, Essex Area Health Authority.

## Prescriptions priced

The PPA priced 318,042,094 (306,566,410 in the previous year) prescriptions during the year including 299,239,467 from chemists, appliance contractors, and drug stores; 15,791,193 from Drug Tariff doctors; 1,395,017 from capitation fee doctors. Prescriptions were also priced for other authorities. The average cost per prescription from chemists etc was £1.80 in April 1977 and £2.04 in March 1978 (total average £1.94). The total average in 1974-75 was £1.05, and £1.63 in 1976-77. Regionally Oxfordshire had the highest total average during 1977-78 at £2.23 and City & East London the lowest at £1.68. The total cost of prescriptions from chemists etc was £582,159,519.

The Willesden branch of Unichem Ltd, second largest in the group, has just undergone a comprehensive overhaul. Below, operators using the WOLF computerised ordering and invoicing system



## Licence fees up in new Regulations

Regulations consolidating previous regulations prescribing fees payable for certificates and licences granted under the Medicines Act 1968 come into force on September 1. The Medicines (Fees) Regulations 1978 (SI 1976, No 1121, HM Stationery Office, £0.60) revoke the following SIs: SI 1976, No 374; SI 1976, No 1145; SI 1977, No 1056; and SI 1977, No 1374.

The initial fees for a product licence are increased to £2,500, or £150 for certain specified products such as herbal remedies, etc. Annual fees are £125 or 0.24 per cent of annual turnover whichever is the greater. The fee for a clinical trial certificate or an animal test certificate is increased to £150. The Regulations also contain provisions which will come into operation when licensing is extended to contact lenses and fluids, and intra-uterine devices.

## Freight conference in Birmingham

Making the best use of resources in physical distribution is the theme of a conference in Birmingham. To be held at the Hotel Metropole, November 8-10, the conference will be organised by the Centre for Physical Distribution Management, part of the British Institute of Management. The main subjects will include management information and control systems; optimising inventory levels; transit centre operations; management, development and training; distribution into and within Europe. Further details are available from CPDM, Management House, Parker Street, London WC2B 5PT.



# Numark tries to woo Enterprise members

Independent Chemists Marketing Ltd have written to about 180 National Pharmaceutical Association members who are also members of the Enterprise voluntary trading organisation, in an effort to recruit them back to Numark, ICML's VTO. The Enterprise VTO and its sponsor, midlands wholesaler Branded Goods Ltd, was recently acquired by Dixons Photographic Ltd, owners of Barclays wholesale group and Westons retail pharmacy chain (last week p240).

In his letter, ICML managing director, Mr A. Trotman, says NPA members were previously warned of the risks of supporting a privately owned trading symbol group. A number of independent chemists were faced with a "tug of loyalty" between staying in Numark on a national basis or staying with Branded Goods who at the time had just parted with their Numark franchise to set up Enterprise.

Mr Trotman says the Numark group could never be sold or taken over because it is controlled by NPA and ICML in a partnership with wholesale chemist companies. A Numark representative would be calling on the recipients of the letter to provide details of Numark services, he adds.

## Helping patients to recall advice

The pharmacist can significantly improve the patients' recall of medical information by reinforcing instructions given by the doctor, according to a study in Canada.

An American Society of Hospital Pharmacists *Newsletter* (volume II, No. 6) describes a survey at Sunnybrook medical centre, Toronto, which revealed that patients know or retain little knowledge about their medications prior to pharmacy intervention. Before intervention 26 per cent could recall instructions; seven days after verbal consultation with the pharmacist, 70 per cent gave correct responses. The highest recall (89 per cent) was exhibited after seven days where verbal counselling and written instructions had been given.

Dorothy L. Smith, Pharm D, of the centre, also discussed patient package inserts at a meeting of the Society. She said the inserts should be in language the patient understands and should provide practical information. Distribution of a patient package insert was not synonymous with patient education and the pharmacist and physician should verbally reinforce the written instructions. She said the pharmacist was the logical professional to distribute the insert and the physician should have the right to veto the dispensing of written

instructions. The justification for patient education must also be expressed in economic terms. Pharmacists should be reimbursed appropriately for their patient counselling services, Dr Smith said.

## Heriot-Watt prizes to students

The following prizes have been awarded to students at the department of pharmacy, Heriot-Watt University:

Final-year: Watt Club medal, Duncan Memorial medal and prize, G. F. Merson medal for pharmaceuticals, Macfarlan Smith Ltd prize and J. Rutherford Hill conference prize for pharmaceuticals, Miss J. M. Wood; Evans Medical Ltd prize for pharmaceutical chemistry, Miss W. J. C. Campbell; ICI Ltd (pharmaceuticals division) prize for pharmacology, Mr I. McCubbin.

Third year: University prize, Boots Co Ltd prize for general excellence, Boots Co Ltd prize for pharmaceutical chemistry, and Pfizer prize for pharmaceuticals, Mr D. A. Tainsh, Eric Knott branch prize for practical dispensing, Miss C. M. Scott.

Second year: University prize, Miss R. C. Benedetti; Boots Co Ltd prize for general excellence, Boots Co Ltd prize for physiology, and R. Gordon Drummond Ltd prize for pharmaceuticals, Mr S. J. Wilson; Isobel Inglis memorial prize for pharmaceutical chemistry, Miss E. G. Service.

First year: University prize, Malpas memorial prize for physics, Miss K. E. M. Watson.

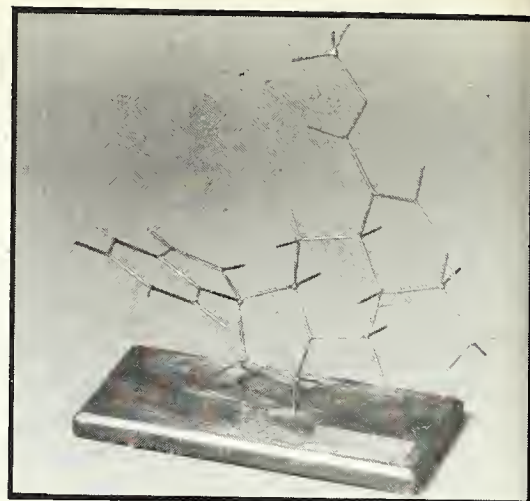
## Shopex-Decor—a joint success

The decision to hold Decor International and Shopex International at the same venue and time has proved to be an unqualified success, say the organisers, Westbourne Exhibitions.

Total attendance at both shows held alongside each other at the National Exhibition Centre from June 11 to 15, was 40,243. A market research questionnaire carried out during the shows suggested that over 75 per cent of the visitors attended both exhibitions. The 1979 exhibitions again take place at the National Exhibition Centre, June 3-7.

## Price correction

Richardson Merrell have informed us that the price increases for Delph cleansing milk and freshener appearing in the September Price List and August 12 supplement have been turned down by the Price Commission. The correct prices should be £0.38 trade, £0.57 retail.



## Molecular model as a tribute

The staff and research students of the pharmacognosy section of the department of pharmacy, Chelsea College, University of London, paid a special tribute to the work of Professor E. J. Shellard in that section over the past twenty-one years. At a lunch held in his honour they presented him with a gold plated molecular model of isomitraphylline, suitably inscribed, in recognition and appreciation of his outstanding contribution to pharmacognosy and as a token of their affection for him. In addition a Royal Worcester coffee set depicting twelve botanical species was presented as a memento of his wider interest in the plant kingdom.

## Pesticide names

The following names have been provisionally adopted by the International Standards Organisation and approved by Technical Committee PCC/1, common names for pesticides, for eventual inclusion in BS 1831, although they will not be included in a supplement to BS 1831 1969 until final international adoption: acifluorfen, 5-(2-chloro- $\alpha,\alpha,\alpha$ -trifluoro-p-tolyloxy)-2-nitrobenzoic acid (salt to be stated); diethatyl, N-chloroacetyl - N - (2, 6 - diethylphenyl) glycine (ester should be stated).

## Health centre developments

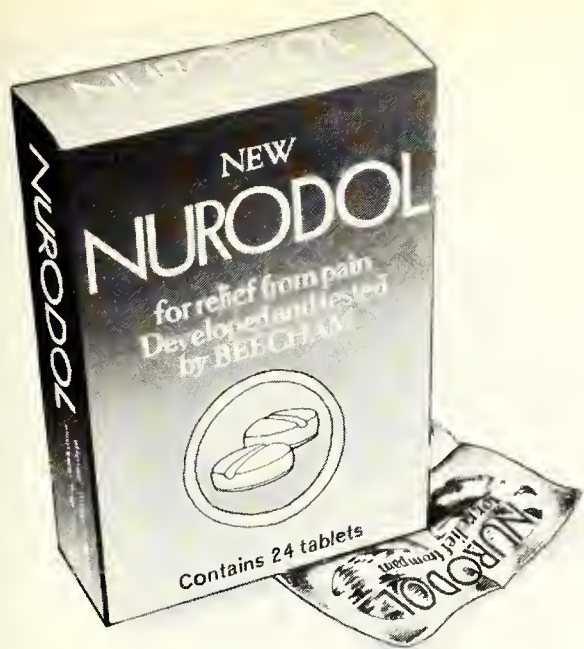
A £300,000 health centre is planned at Lanark by **Lanarkshire Health Board**.

**Cumbria AHA** is to establish a health centre in the grounds of Charlotte Mason College at Ambleside.

Plans have been agreed by the **Ayrshire and Arran Health Board** for a health centre at Boutreehill, Irvine with a scheduled start in 1979-80 on the site. **Darlington Council** is to meet area health officials with a view to finding a site for a health clinic, urgently needed to cover the Firthmoor Estate at Darlington.

Approval is likely to be granted for a health centre at Five Elms Chest Clinic site at Five Elms Road and Habutt Street, Dagenham, for **North East Thames AHA**.





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budget on radio.

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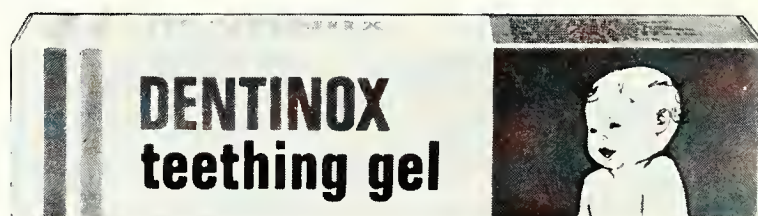


Look at him now. Isn't he beautiful?  
Yet five minutes ago I could have quite happily throttled him. Why oh why does teething pain always seem to strike at three in the morning?

Thank goodness the chemist recommended Dentinox. It's the only one specially formulated for babies apparently. Anyway, it certainly works a treat. All it took was a gentle rub on the trouble spot, a quick cuddle and he was away again as soon as he hit the pillow. Thanks a lot Dentinox. From now on it'll be a good night for me...



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284 Chemist & Druggist

19 August 1978



**Mr L. D. Hay** has been appointed secretary to the Poisons Board in succession to Mr R. Kendall who has retired.

**Catherine Cooper**, the 20-year-old daughter of Mr William Cooper, a past president and former public relations officer of the Ulster Chemists Association, has obtained her BSc(Pharm) degree from Queens University, Belfast.

**Mr Aubrey Ridley-Thompson**, director of public and customer relations of Boots Co Ltd, has become deputy Lieutenant of Leicestershire. Mr Ridley-Thompson joined Boots in 1940 and in 1954 joined the Nottingham headquarters staff, becoming chief buyer.

## Deaths

**Baker:** Mr Roy Baker, of Sheffield, who was an area manager with Ashe Laboratories Ltd. *Mr J. N. Dick, marketing manager of the company, writes:* "Roy Baker had been a salesman and then regional sales manager with Ashe/Maws for over 27 years. He was an outstanding sales training manager and managers in many companies owe their success to the training given them by Roy Baker in their early years. Roy Baker had been UK President of the Lions and was a great worker for both national and Sheffield charities."

**Howitt:** Mr Reginald Howitt, of 6 Magnolia Close, Monsell Drive, Aylestone, Leicester, aged 58.

## News in brief

□ Chemists and appliance suppliers in Scotland dispensed 2,682,323 prescriptions in April at an average gross cost per prescription of £2.30.

□ Chemist contractors in England dispensed 26,380,701 prescriptions (16,150,744 forms) in May at a total cost of £55,303,76 representing an average cost of £2.09 per prescription.

□ Chemists and appliance suppliers in Northern Ireland dispensed 1,034,375 prescriptions (637,526 forms) in May at a total cost of £2,361,720 representing an average cost of £2.28 per prescription.

□ The Institute of Export is organising an "Export expert" competition following the success of the 1977 "Export year expert." The competition is designed to exercise the professionalism of Britain's exporters. Competitors, who must be involved in exporting on a day to day basis, will have to answer questions on subjects ranging from documentation and insurance to transportation and finance. Further information from James Robinson, Institute of Export, World Trade Centre, London E1.

by Xrayser

## Sweet and sour

I remember some while ago being warned by one of those less than successful representatives that if I dealt with Barclays I would be aiding my nearest Westons branch in its efforts to secure the bulk of our retail trade.

Having heard this before about Macarthy's I did not believe it. I feel that my choice of wholesaler for "ethicals," being based on the quality of service, can enhance my service and so maintain my competitive edge. Similarly with my choice of group of retail buying. I buy, quite coldly, where I buy best. If Boots could give me best terms I would buy from them. Or would I?

It would have occurred to few that Branded Goods were even on the market, let alone likely to be sold to Dixons who now announce that "Enterprise will become the motive for all their branches." I think this will mean that existing franchises will, in effect, become associate Weston branches, after having established successfully a new "marque" on their behalf. I don't like it. Nor do I like the "solutions" offered when an existing franchise is too near a Weston branch. An arrangement satisfactory to "all parties"? Buy out the private man and lose yet another independent to a company, so depriving a young pharmacist of his chance of independence? Assist relocation—where, when a whole business is developed in a district? Or remove the franchise—how nice! Or finally . . . wait for it . . . close Westons! It would have to be a pretty marginal shop I would think before that would happen.

Yet I seem to remember in a different field when something similar occurred, that all the members of the group ceased to buy from it, and as the taken-over management were already worried about their futures a duplicate organisation was set up within a couple of months, with virtually the same team who were not unhappy at their promotion. If I were involved I would certainly be looking hard at such a proposition for, after all, what has been sold but potential continued sales which need not continue with the same establishment? [Enterprise has since said that closure of the Westons branch would be the first option in cases of conflict. Only when the existing member agreed it was in his best interests would other options be discussed—Editor.]

## Oh for oil pollution

Summer trade has picked up at last with a gentle lifting of turnover by about 15 per cent, a figure which is probably our true inflation in pharmacy despite government blarney about 7 per cent, for my customer count is about the same as last year's and no one could accuse our visitors of throwing their brass away. The occasional Arab does waft in waving a wad of a couple of thousand, in £20 notes to raise my more mercenary hopes . . . and buys a film. Or as happened yesterday, drops a dozen 135-36 Kodacolors on the counter and says, "I call tomorrow". They were ready too, when he came back, as I rang the processors to make quite sure.

I am curious about the effect of such wealth, rather than envious, for the total unconcern about the value of the £20 pieces of paper seems to indicate an incomprehensibly different mode of thought and background. How I wish our North Sea oil wealth would go to the head of Mr Ennals and his (renamed) Department of Heaven-sent Succour.

## Union is strength?

It appears that our pharmacist members of the ASTMS have told their union that they would not support a boycott of Wyeth Products so that ASTMS has had to decide not to ask for their support? Instead, we are told with dignity by a union spokesman, other means of putting pressure on Wyeth will be continued. If you can't pay the piper, brothers, you are not likely to get *your* tune when *you* want it.



# COUNTERPOINTS

## Cosmetic encounters of the autumnal kind

Yardley have cosmic colours, Geminesse offer twilight shades, Charles of the Ritz advocates a return to the Mother Earth figure with Earthshine colours, Helena Rubinstein offers "precious jewels" and Max Factor have Maxi Moonlighters. One thing is certain, the beauty editor's of the women's magazines will be welcoming the return of the glamorous woman this autumn and your customers will be looking at ways of becoming one.

As already mentioned (*C&D*, July 29, p174) the **Yardley** autumn collection has been dubbed "cosmic". The company sees the fashion story for the last quarter of 1978 as one of "harmony and quiet confidence"—clothes, they say, will be soft, comfortable and casually elegant with soft tweeds and cobwebby knits during the day and evenings blazing into "cosmic sci-fantasy" with jewelled fabrics and glittering brocades. Their cosmic collection to complement these fashions is they say, "light years ahead", and your customers will be reading about them in *Woman's Own*, *Look Now*, *Honey*, *Woman's World*, *Cosmopolitan*, *Over 21*, *She*, *Annabel*, *Vogue* and *Company* from the end of October right through to January 1979.

**Estée Lauder** welcomes the return of glamour and soft, feminine, easy to wear clothes. "Everyone," she says "wants to dress up again" and the colours range from wines, purples, plums and warmed blues to deep browned greens, olives, grey and taupe. She adds that to be able to show these colours off to their best advantage ladies will not be able to get by with a flick of mascara and a bare face. Her newest fashion colours—Great Castle colours—are said to have been inspired by "moor and misty mountainland and heather, thistle and ripening berries". Tender blusher (£4.00) will be available in moonsilver wine, burgundy berry and

chestnut wine and soft film compact rouge (£3.75) in cranberry wine; automatic creme eyeshadows (£4.00) in forest fawn, burnished burgundy, rose garden and smoky teal; Re-nutriv rich rich lipstick (£2.40) in heathermist pink, antique walnut and raspberry wine; Tender lip tint (£2.30) in sweet currant and brandied cherry and automatic lipshine (£3.00) in mulled claret, hearthstone red and blackcurrant; and the lustrous nail lacquer (£2.00) complements the lip colours of heathermist pink, raspberry wine, sweet currant and brandied cherry.

**Orlane** are taking their autumn colours from the fruits of the field and urge their consumers to "let yourself be tempted to taste the fruits gathered by us to create two make-ups in enticing shades." The first of these is described as a gentle make-up and consists of a new solo powder eye shadow (£3.30) in amande—a subtle almond green—and lipstick (£2.10) and nail enamel (£1.95) in brugnion—"a ripe nectarine". The sophisticated face uses myrtille eye shadow—the rich colour of blueberries, and figue on lips and nails—"full of the colour of autumn sunshine on figs".

**Charles of the Ritz** will be talking to your customers in similarly poetic language—"close your eyes and think of that exceptional time of day when the first light hits the horizon and slowly pervades the earth". That is the light, they say, which is reflected in their Earthshine colours for autumn. There are no separate beauty stories for day and night, advise Charles of the Ritz—the only rules to follow, they say, are soft and subtle by day—more intense, more fascinating by night. Revenescence pressed eyeshadow duo (£2.80) will be available in smoked quartz and silver quartz; eye shadow pommade (£2.45) in earthshine brown and blue; eye make-up pencils (£1.50) in prune and silver; Revenescence lipstick (£2.45) and protective nail colour (£1.50) in plumstone and redstone; lip pencil (£1.50) in vermilion, purple and rose and cheek-glow (£3.95) in dawnrose-glow.

**Geminesse**, from Max Factor, agrees that the autumn fashion story is of elegant, almost sombre, day clothes contrasted by glamorous glittering evening wear but they recommend their "twilight shades" to complement this look—bittersweet red, sienna rose, rich bronzedwood frost and desert rose frost for lips (£2.50) and nails (£2.15) and wild dove blue and moonbeige in the enriched moisturising glowing shadow solitaires (£4.25) with alfresco blue and Venetian teal in the velvet shadow solitaires (£4.25).



Courtesy of Estée Lauder

**Helena Rubinstein** offer two fashion stories with a dazzling range of "precious jewels" for the eyes. There are two kits available for sale containing four eye shadows each (£4.95)—the golden setting with amethyst, cabochon rose, antique brown, pink vermeil and the silvery setting with imperial jade, star sapphire, smoky turquoise and smoked silver. The company is also introducing "the pencil" (£1.95) which is a double ended wood encased eye crayon in black onyx/alabaster; blue lapis/sterling silver; forest jade/pavé peach; garnet/crystal pink and brownstone/smoky topaz.

Rubinstein will also be bringing out a cosmic collection called Paradis Latin—said to capture the spirit of Parisian nightlife and whose name is taken from a theatre turned nightclub on the Left Bank of the Seine in Paris. The effect, they say, is "all roses". Lipstick international cream care (£1.25) and strong and glossy protective nail colour cream (£1.35) in rose latin, rose paradis and bois de rose and blusher (£1.55) in dusky burgundy, gilded rose and golden strawberry.

**Max Factor's Maxi** range continues the "cosmic" theme with "Moonlighter" shades of starshine and galaxy grey eye shadows (£0.70). Lips (£0.60) are in autumn rose, berry and plum and nails (£0.65) in deep coral, muted taupe and iced grape. The key words for this look are "shimmering, subtle, understated" and "dusky".

These are the fashion looks as seen and interpreted by the cosmetic houses and beauty writers. If you plough through the poetic descriptions and the cleverer-than-last-year names a picture emerges which your customer will want to adapt to her own features. Basically that picture is of softer, more muted but deeper colours with an emphasis on clever shading and an overall return to femininity by day and "glamour" by night. This will probably be reflected in perfume sales as well with a move away from those life style fragrances and back to the "classics"—old and new!



Courtesy of Max Factor



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Kotex Simplicity (size 1 regular)	12's	£2.58*	—	—	—
Kotex Simplicity (size 2 super)	12's	£2.93*	—	34p	22.4%
Nivea Cream	12 x 45grm	£2.28*	<del>35p</del>	26p	21%
Nivea Lotion	6 x 125ml	£1.68*	<del>55p</del>	39p	22.4%
J Cloths	12 x 6's	£2.46*	<del>38p</del>	30p	26.1%
J Cloths	12 x 12's	£4.41*	—	—	—
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# COUNTERPOINTS

## L'Oreal add L'Orientale to Eau Jeune range

Hard on the heels of their introduction of Eau Jeune Senteurs Fraiches with its emphasis on use as a "refreshing splash fragrance" (C&D, June 10, p946) L'Oreal are bringing out a "sophisticated sister" product called Eau Jeune L'Orientale.

The company points out that in 1977 fragrances formed the largest sector of the UK cosmetics market. Today, they say, all women own an average of four different brands of fragrance and women under 30 average five to six different kinds. It is this desire to experiment which is leading to a decline in the sales of perfume extract and an emphasis in the sales of eaux de toilettes and concentrated Colognes.

The top note of this new fragrance consists of osmanthus—a white flower from Japan which has recently been introduced into the manufacture of fragrances; ylang-ylang and jasmine. The middle and end notes are a combination of vetivert, cypress and oak moss. Eau Jeune L'Orientale (eau de toilette 145ml £2.95, 240ml £3.85 and spray 70ml £2.15,



145ml £3.25) is packaged in black bottles with cinnamon brown tops. The label is black and gold with a lighter cinnamon oriental symbol. Point of sale and promotional material will be available and a Press advertising campaign will break in November. This campaign features the actress Sylvia Kristel, star of the Emmanuelle films. Eau Jeune L'Orientale will be available for sale from the end of September. *L'Oreal (Golden Ltd), 18 Bruton Street, London W1A 1BX.*

## Fabu-nail 3-in-one from Revlon

Fabu-nail 3-in-one nail conditioner (£1.45) has been added to Revlon's Fabu-nail range of nail care and manicure products. It is a creamy liquid contained in a long, slim, plastic vial and is applied to the nails through its own slant tipped applicator. The company says that the product will condition and soften the cuticle, condition the nails and smooth ridges and prepare a good surface for nail varnish allowing it to adhere better and therefore wear longer. *Revlon, 86 Brook Street, London W1.*

## Busy Girl by Pond's on test market

Chesebrough-Pond's are currently test marketing a new range of skin care products called Busy Girl by Pond's in the Trident television area (this covers Yorkshire and Tyne Tees).

The range consists of five items and is designed to "meet the specific requirements of today's busy girl", says the company, "and the clean and simple packaging, with its butterfly design, is youthful and stylish". Each product is priced at £0.85 but for the introductory period will be available for about £0.75.

There are three cleansers—a light lotion cleanser (145ml) which is gentle and light leaving no trace of greasiness; a whipped cream cleanser (100ml) whose consistency is said to resemble natural

yoghurt and whose skin conditioners are said to retard moisture loss during cleansing and a foaming face wash (145ml) which lathers and cleanses like soap but is reputed not to cause tautness, dryness or irritation. The company points out that there are women who prefer to use a cream or lotion at night and wash in the morning and for whom the foaming face wash provides the ideal solution. Also available in the test market area is a refreshing skin tonic (145ml) which removes final traces of cleanser and a day and night moisturiser (110ml).

Two thirty second television commercials featuring the Busy Girl range will be shown on Trident television throughout the 18 week duration of the test. *Chesebrough-Pond's Ltd, Victoria Road, London NW10 6NA.*

## Winter campaign for Beecham powders

Beecham are mounting an "offensive" this winter with a £900,000 national television campaign for Beecham powders, aimed at increasing their share of the cold treatment market estimated to be worth over £12m at retail by next spring.

Chemists account for approximately 60 per cent of these sales and Beecham will be spending £500,000 of the television budget on Beecham Powders Hot Lemon with a "Hot line" trade promotion and bonus packs aimed at improving distribution and stock levels of the brand in these outlets.

When the "Hot lines" open on October 29 and any time after that date, the pharmacist rings his wholesaler and quotes his serial number of the message card. If the number is one of those picked by an independent panel he could win a colour television, a black and white portable television, TV games, or £1 Beecham vouchers.

A new 30-second Hot Lemon commercial will be on television from mid-October until the end of the first week in March. Beecham Powders will also be screened during the same period. *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.*

## Victorian herb soaps from Bronnley

Bronnley have brought out a new range of Victorian herb soaps. Attractively packaged, using the old Victorian globe with flowers inside as the box design, these comprise marigold, gentian, elderflower, cucumber, lettuce, and mallow. Each is based on the original herb which a Victorian lady is said to have used to improve her complexion. Tablets are round with a garland of flowers surrounding the letter B for Bronnley. This design was brought back by Ann Rossiter, Bronnley's marketing director, from her recent visit to Australia, where she found her overseas company using the mould.

The six fragrances are available in single tablet packs at £0.75 per tablet (125g). There is also a box of six Victorian herbs (£1.75). *H. Bronnley & Co Ltd, 10 Conduit Street, London.*

## Weleda's autumn skin care promotion

This autumn Weleda are promoting their range of skin care preparations with a trade deal, a consumer offer, consumer advertising and a new back card to fit the counter display unit. The consumer offer is a free moisturiser (worth £0.95) with any purchase of a cleanser or freshener. Under the trade deal the retailer gets 36 bottles of the moisturiser to give away free, plus a balanced assortment of cleansers and fresheners (£39.38 trade). The advertising campaign consists of five weeks concentrated advertising in October and November with advertisements appearing on the "Femail" page of the *Daily Mail*. Advertisements will also appear in the November *Healthy Living*. *Weleda (UK) Ltd, Littlehurst, East Grinstead, West Sussex RH19 4ES.*



# Bayer introduce Bodykin range of herbal baths



Bayer have introduced Bodykin—a range of herbal baths. The concept was developed by Rivendell Toiletries Ltd (C&D, October 29, 1977, p657). Bayer have since acquired the UK marketing rights and the Bodykin trademarks.

The consumer group's marketing manager, Ian Black says: "The packaging has been completely redesigned and the products totally reformulated."

The Bodykin package comprises four completely different preparations offering the consumer the opportunity to "blend your bath to suit your mood". The four Bodykin bottles—indulgence, vitality, relaxation and moisturising skin care—each contain 125ml and are presented in a tortoise shell-coloured rack (£3.65). The bottles are also available singly (£0.85).

A £50,000 advertising campaign will support the launch from October to Christmas. Full page colour advertisements will appear in *Cosmopolitan*, *Vogue*, *Woman's Journal*, *Woman's World*, *Good Housekeeping*, *Annabel*, *Woman*, *Family Circle*, and *Readers Digest*. Bayer UK Ltd, Haywards Heath, West Sussex.

## Fabergé summer

Until September 16 Fabergé are offering a double size Brut creme shave and a double size spray deodorant for the normal price of the standard size (£1.95). The company is also offering a free Brut spray deodorant with every purchase of Brut demi lotion (£6.75). An addition to the Babe range this summer is a light perfume spray (£2.45) which is said to be less concentrated than the perfume but stronger and longer lasting than the Cologne. Fabergé Inc, Ridgeway, Iwer, Bucks.

## Geminesse cooling Cologne splash

Max Factor have added a cooling Cologne splash to their range of Geminesse fragrances (introductory price 8oz £4.95). It is meant for lavish use all over the body, which it moisturises as well as perfumes. Also available as a limited edition is a luxury size Geminesse Cologne spray (100ml £6.95). The Geminesse 27ml Cologne spray is available on special offer while stocks last at £2.25. Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.

## Lifestyle quiz

Spillers foods are stepping up promotional support for Tydisan, with an on-pack quiz. From now until September 8, special medium and large packs of Tydisan feature the Caperns budgie lifestyle quiz.

To find out if they are taking the best possible care of their budgie, bird owners are asked to answer questions on their

pet's lifestyle. The quiz, built round the complete Caperns range of cage-bird foods, includes topics relating to health, diet and the general happiness of the bird. Depending on their final score, bird owners can find out from the answers on the pack if their budgerigar is living in the lap of luxury or if their pet's lifestyle could be improved. Although light-hearted, the answers also provide valuable advice on the care of cage-birds.

In addition, a bonus is available for the trade. Spillers Ltd, Old Change House, Cannon Street, London.

## Dettol half dozen

Dettol cream 30g tubes have changed from a one dozen pack to half a dozen packs. The price per dozen remains the same. Reckitt & Colman, pharmaceutical division, Dansom Lane, Kingston-upon-Hull, HU8 7DS.

## Baby feeding pack

A "complete baby feeding pack" has been added to the range of Suba-seal baby care products. The pack (£6.08) contains an 8oz and 4oz smooth neck feeding bottle, each with a plastic cover and silicone teat; a comforter; a mini-feeder; a soft silicone teether training ring and a plastic teething trainer triangle; and a cot hot water bottle incorporating the Suba-seal leak-proof, safety stopper. William Freeman & Co Ltd, Subaseal Works, Barnsley.

## Bathe in Opium

Following the introduction of Opium perfume from Yves Saint Laurent the company is extending the range with the

addition of five bath products. These products are said to possess the same "disturbing fragrance, feminine, sensual" with "its warm spicy, slightly animal, oriental notes". The perfumed soft body veil (£8.95) is a moisturising product for use immediately after a bath; body silk bath (£8.95) softens the water; perfumed soap (£3.76); perfumed bath powder (£6.50) and perfumed deodorant (£4.50). These products will be available for sale from October. Parfums Yves Saint Laurent, Charles of the Ritz Ltd, Brook House, Park Lane, London.

## Urine drainage bags

Two urine drainage bags marketed by FCL Medical Supplies, are now available from wholesalers. The two-litre bag has a non-return valve, long inlet tube and drainage outlet tap and is designed to fit standard bed hangers. The 350ml leg bag has a non-return valve, drainage outlet tap and two adjustable latex straps. Both are currently supplied to hospitals and are individually packed. Minimum orders 200 (two litre, £165 per 1,000; 350ml £350 per 1,000, trade). FCL Medical Supplies Ltd, Crockford Lane, Chineham, Basingstoke, Hants.

## Panadol pack change

All future orders for 2,500 Panadol tablets will be supplied in cartons with an inner plastic lining instead of in tins. This change in packaging has not in any way altered the shelf life of the product, says the company. Winthrop Laboratories Winthrop House, Surbiton, Surrey.

## ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

**Anadin:** All except U, E  
**Andrex:** All except Ln, U, E  
**Clearasil lotion:** Lc, So  
**Crest:** All except E  
**Dentu-creme:** All areas  
**Dettol cream:** All except E  
**Eau Jeune:** All Areas  
**Germolene:** Lc  
**Head & Shoulders:** All except E  
**Imperial Leather soap:** All areas  
**Lemon Eno:** Lc  
**Oil of Ulay:** All except E, CI  
**Radox herbal bath:** All except E  
**Recital:** Ln, Sc, WW, We, M, NE  
**Rennie:** All except Ln, E, U  
**Sweetex:** All areas  
**Topep:** All areas



## DIORALYTE sachets

**Manufacturer** Armour Pharmaceutical Co Ltd, Hampden Park, Eastbourne, East Sussex

**Description** Foil/laminate sachets containing sodium chloride 0.2g, potassium chloride 0.3g, sodium bicarbonate 0.3g, dextrose monohydrate 8g

**Indications** Correction by mouth of fluid and electrolyte loss in infants, children and adults, primarily in infantile diarrhoea

**Dosage** See literature. Sachet must always be made up with 200ml of drinking water. Stronger solutions may give rise to hypernatraemia. Any solution remaining one hour after reconstitution should be discarded.

**Storage** In cool dry place

**Dispensing diluent** 200ml drinking water

**Packs** 20 sachets (£1.90 trade)

**Supply restrictions** For sale to hospitals and clinics only

**Issued** August 1978

## The marketing of Neptic gel

The marketing of Neptic gel (125g, £6 per dozen) will be handled by Smith & Nephew Pharmaceuticals Ltd from August 14. It was previously marketed by Sandev Ltd. *Smith & Nephew Pharmaceuticals Ltd, Bessemer Road, Welwyn Garden City, Herts.*

## New Colofac 135 mg

Colofac 100mg tablets have been withdrawn and replaced by Colofac 135mg tablets (100, £7.15 trade). Prescriptions should be endorsed appropriately and all stocks of Colofac 100mg returned for credit. *Duphar Laboratories Ltd, Gaters Hill, West End, Southampton.*

## Mucaine is POM

Mucaine is now a Prescription Only Medicine again, due to its inclusion in the revised part III of Schedule 1 to the principal Prescription Only Medicines Order. Under the original Order, published earlier in the year, Mucaine had been classified as Pharmacy Only. *Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks.*

## APS add to range

Approved Prescription Services Ltd have added the following tablets to their range: diazepam 10mg (500, £5.95 trade); methyl dopa 500mg (500, £29.50); chlorpropamide 100mg (500, £6.85); and 250mg (500, £15); amitriptyline 10mg (500, £2.75) and 25mg (500, £4.98). Special introductory terms are being

offered. *Approved Prescription Services Ltd, PO Box 15, Whitcliffe Road, Cleckheaton, West Yorks BD19 3BZ.*

## Hiprex to Carnegie

Hiprex tablets and Hiprex-250 tablets are to be handled in future by Carnegie Medical instead of Riker Laboratories. The transfer will involve a change in packaging only. *Carnegie Medical, 1 Morley Street, Loughborough.*

## Adcortyl pack size is increased

The 2x50 pack of Adcortyl tablets 1mg has been deleted from the Squibb range and replaced by a 1x100 pack. *E. R. Squibb & Sons Ltd, Reed Lane, Moreton, Merseyside L46 1QW.*

## PHOTONOTES

### Instant camera with built-in flash

Kodak have introduced a new instant camera model with built in flash. The EK300 (suggested price £54.48) will be available in September for Christmas, the peak flash season, Kodak say. In use, the flash unit is slid away from the camera lens to help minimise "red eye". To use the camera without flash the unit is left in its original position. The EK300 also has automatic print delivery and lighten/darken control.

A kit version of the EK100 (suggested price £46.50) has also been introduced. The kit contains camera, instant flash model B and neck strap. The individual components would sell at about £50.25, say Kodak. The EK100 has been re-packaged into a Christmas sleeve.

Christmas bonuses to dealers are an extra 5 per cent discount on 15 or more instant cameras (or kits) for delivery between September 4-29, and invoiced for payment in two parts December and January. A 10 per cent advertising allowance based on the size of order during the promotion period to a maximum of 50 per cent of advertising costs will also be allowed.

Until January 5 a £1 rebate will be given on every EK2 camera sold. Kodak suggest the rebate could be used as staff incentive, price reduction or advertising. Sales record cards need to be completed with customer name and address for market research follow up. The basic price of the camera will be reduced from £15.09 to £14.34 in addition. *Kodak Ltd, Station Road, Hemel Hempstead, Herts.*

## Vestric offer book tokens

Vestric are giving book tokens as a trade incentive for their Flashpack 1978 promotion. With every Flashpack of Philips bulbs a book token worth £0.75 is given. A special token has been designed for the promotion, which is timed to coincide with the prime selling period—an August launch followed by a booster campaign later in the year. *Vestric Ltd, Chapel Street, Runcorn, Ches WA7 5AP.*

## 110 with computer

ITT are introducing a 110 camera with a computer-linked electronic shutter that would only operate without flash when light was adequate. To be launched at Photokina in September, the camera is claimed to be probably the smallest of its type yet developed. The camera has a shutter release button which locks if the light is insufficient. The electronic flash is switched on, and when the ready-light in the viewfinder shows green, the button pops up. The button may then be pressed and a flash picture taken. A slide combines a lens and view-finder protector, the film advance, and the shutter lock in the closed position. The camera is made in West Germany. The manufacturers cannot yet say when deliveries will commence. *ITT, Ashtree Works, Leatherhead, Surrey.*

## Mystery shoppers

Tudor "mystery shoppers" are visiting their dealers throughout England and Wales. The shoppers will ask for "a film", and if a Tudorcolor film is offered in return, a £5 note will be given to the sales assistant. The incentive is to support Tudor's television, radio and local Press campaigns during the peak summer months. *Tudor Photographic Group Ltd, 30 Oxgate Lane Industrial Estate, London*

## Kodak cancellations

Demand for Kodak Ektra cameras has continued to outstrip supply and the backlog of orders in some cases totals more than several months' stock, Kodak say. No new orders are being accepted for the Ektra 12, 22 and Tele-ektra 32 outfits until September. Existing back orders will be met in varying degrees as indicated and the resulting balances cancelled:— Ektra 12—most will be met; 22—around 20 per cent will be met; Tele-ektra 32—all cancelled. It is hoped to clear all back orders of the 52 and Kodalux flash model 3. All current back orders and new orders of the EK200 instant camera will be cancelled. All other cameras are either available from stock or after only a short delay. *Kodak Ltd, PO Box 66, Hemel Hempstead.*



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You'll be pleased to give new look Tegrin Lotion and Cream and Tegrin Herbal a warm welcome. Especially now they look so bright and bold. And stocking both varieties means you can double your turnover because each variety appeals to different customers.

What's more, not content to rely on good-looks and an effective formula, Tegrin intends to stay in the public eye with a continuous heavy-weight national press advertising campaign upweighted throughout August, September and October in popular magazines like TV Times, Woman's Own, Cosmopolitan and many more.

Contact your Stafford-Miller representative for the special introductory bonus details. But prepare yourself to say a quick goodbye to Tegrin and be ready to re-order. With those looks, there's no way it's going to stay on the shelf for long.

**TEGRIN**  
MEDICATED SHAMPOO





# Principles of slow-release formulations and their future

Below, Ciba Laboratories use potassium products as examples to explain the principles of slow-release formulation. Some new developments include Oros—a slow-release mechanism using laser drilling of tablets.

Certain drugs which are poorly tolerated by the gastro-intestinal tract have been the subject of much research and development in the laboratories of pharmaceutical companies. Since the early 1960s, attention has been focused on the problems of giving potassium supplements, following the adverse effects produced by high local concentrations of potassium chloride in the gut from enteric coated KCl tablets. These tablets have now been withdrawn from the market, leaving the choice of providing extra potassium between slow-release tablets, eg Slow-K, effervescent preparations and potassium conserving diuretics, eg amiloride.

The various formulations for administering oral potassium supplements are once again arousing interest. An early attempt to protect the stomach from the irritant effects of KCl was to coat each tablet with an acid-resistant layer—enteric-coated tablets. This formulation proved unsatisfactory. Although providing protection for the stomach, highly irritant local concentrations of KCl were produced in the upper intestine. An interesting aspect was the frequency with which some enteric-coated tablets passed through unchanged. In the mid 1960s reports appeared strongly linking the taking of these enteric-coated tablets with bowel ulceration. It was considered that this syndrome was probably due to the exposure of small sections of the upper intestine to high local concentrations of KCl giving rise to a continuous irritant effect on the intestinal mucosa.

Attention turned to providing the potassium by means of other salts in the hope of reducing the irritancy to the gut. All the evidence suggests that the chloride ion is essential and that the user of other potassium salts such as citrate, tartrate, gluconate and bicarbonate merely tends to intensify any alkalosis

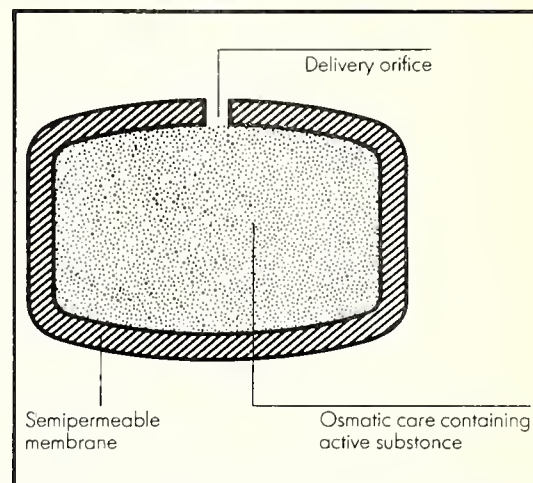
caused by chloride loss. The value of any potassium gained by oral intake is thus lost through the immediate wastage in the urine. Except where there is a deficiency of bicarbonate ion, as in renal tubular acidosis, or hyperchloraemic or other metabolic acidosis, the most appropriate salt to use is potassium chloride.

Ways were investigated of formulating potassium chloride to slow its release in the gut in order to prevent high local concentrations of the salt coming into contact with the gut.

Potassium chloride, an unpalatable substance in uncoated form, was mixed with an inert wax. This reduced the release of the salt enough to protect the gut from the irritant effects of high local concentrations of KCl. The wax was left as a honeycomb matrix which was not absorbed and passed out unchanged. By varying the proportions of wax to active ingredient, it was possible to alter the release times for the KCl.

To confirm the absorption of potassium from this slow-release formulation, bioavailability studies were carried out. One of these (*Clin. Pharmacol. Therap.* 1973, 14, 2) compared bioavailability from oral 10 per cent KCl solution with a slow-release tablet (Slow-K). Each form of KCl was well absorbed but the KCl solution was found to be unpalatable by each subject tested. If swallowed and not chewed, Slow-K also protects taste buds from the bitterness of KCl.

The use of slow-release forms of potassium has increased in the UK and in other countries concurrent with the prescribing of diuretics. Since the introduction of these forms of potassium in the UK, some 4.750 million slow-release cores have been issued to patients, either in combined diuretic forms or alone as Slow-K. These forms of potassium have proved a reliable means of preventing



Oros—a laser drilled tablet

the development of hypokalaemia in patients treated with diuretics for both hypertension and oedema.

One of the more interesting new developments in slow-release presentation is Oros, the laser slow-release which has been pioneered in the USA. The principle is simple. The tablet consists of an ordinary punched tablet covered with a semi-permeable insoluble membrane into which a hole is drilled with a laser beam. It operates by the principle of osmosis. The semi-permeable membrane, while allowing water to enter the tablet, does not permit the molecules of active substance to escape.

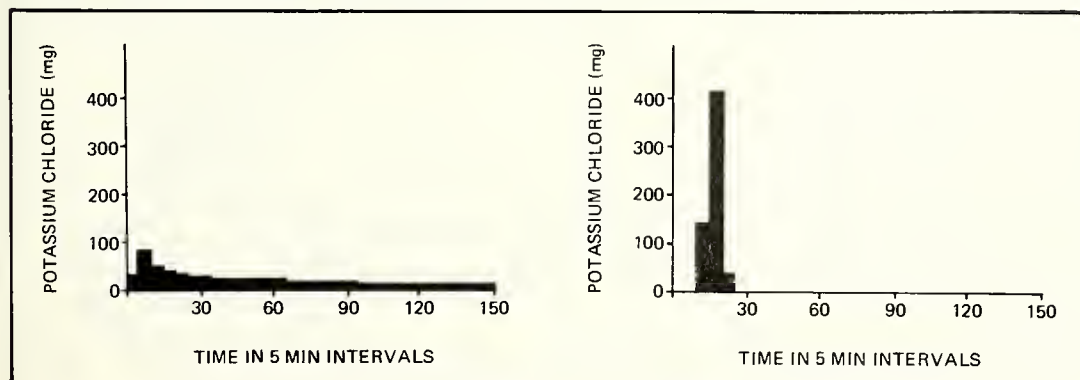
The water soluble active substance in the core of the tablet gradually becomes dissolved by the water penetrating from the gastro-intestinal tract. In response to osmotic pressure exerted by the resultant saturated solution, water constantly diffuses through the membrane into the core. The pressure built up inside the tablet causes the solution to ooze out slowly but continuously through the hole until the core no longer contains any undissolved active substance. The great advantage of the Oros tablet is that the release of active substance is unaffected either by the pH or by other physiological variables in the gastro-intestinal tract.

## Other plans for advanced systems

In January Ciba-Geigy Corporation entered an agreement with Alza Corporation which involved Ciba-Geigy Ltd paying a minimum of \$15 million to the latter for a five-year research and development programme.

The programme's main aim would be to incorporate drugs of Ciba-Geigy's choice into Alza's delivery systems. May & Baker Ltd already have UK

Release rates of enteric-coated (right) and slow-release (left) forms of potassium chloride in intestinal and gastric juice respectively, timed at five minute intervals (*J. Pharm. Pharmacol* (1965) 17, 822)



Continued on p296



# Can you afford to employ a second pharmacist?

by Eric A. Jensen, BCom, MPS, FIPharmMI, MInstM

Turnover level is at a critical point when a pharmacy is hovering between making or not making a "pure" profit for the owner. In many cases at present this turnover could be around the £40,000-£50,000 per annum figure. (By pure profit I mean the return above and beyond a current manager's salary in the type of pharmacy concerned and what the money currently invested in the pharmacy could earn in a building society or similar).

But there are other critical turnover levels, not perhaps so easily recognised, and posing different questions. Success has its own problems. A crisis of decision can frequently arrive with a turnover in the individual private pharmacy around £100,000 to £120,000 a year. With such a turnover you might be asking whether you are now ready to employ a second pharmacist. In this article I will consider the question of taking such an employee onto your staff. Additional factors come in with partnerships or companies.

Further "crisis" decisions must be made when successive pharmacists are

added, but the one to two step is naturally the commoner experience. It is worth making the point that the "one to two" leap would probably entail the largest percentage increase in costs, while it is also normally easier to achieve a given percentage turnover increase on a small turnover than on a large one.

One question to ask yourself is whether an additional full-time pharmacist is needed as distinct from wanted. When you feel over-worked it is difficult to be objective. Could you manage with part-time help, could you re-arrange duties, could you add to non-pharmacist staff, could some such combination be an acceptable alternative?

To reach a sensible answer to those questions you will have to study the efficiency of your current arrangements. This means time and work, and it is often because of pressures of time and work that you are thinking of additional pharmaceutical staff! A danger is that you could take an expensive long-term move to deal with a short-term difficulty capable of another solution.

It is essential that you clarify exactly why you are considering adding a second pharmacist. Are you aiming to have more leisure even if you are not under stress, or because you are stressed, or do you

think you can add to profitability by the step under consideration? In short, what is your objective and aim? To expand on the vital matter of profits, are you looking at this in both the long and short term? There are pharmacist proprietors who have made high profits for a number of years by strenuous effort but at the cost of premature enforced retirement and ill-health or worse. So even if your second pharmacist does not add to your pure profit, or if he or she reduces it, you could still be better off on the basis of number of years' profit multiplied by annual profit.

Business and non-business considerations are inevitably linked and interactive; failure to reconcile them can head us towards mental, physical, and financial stress. Paradoxically, you might discover that more time off increases the amount of work you accomplish, so you could gain both in profit and in health. Whatever your motives you will be prudent to look deeply at the financial aspects. Start by studying your current profitability, cash return as pure profit, and return on capital at risk. Analyse trends over the past several years, the real as distinct from the purely monetary change in turnover and profit. After study of the past you need to make a

## Slow-releases

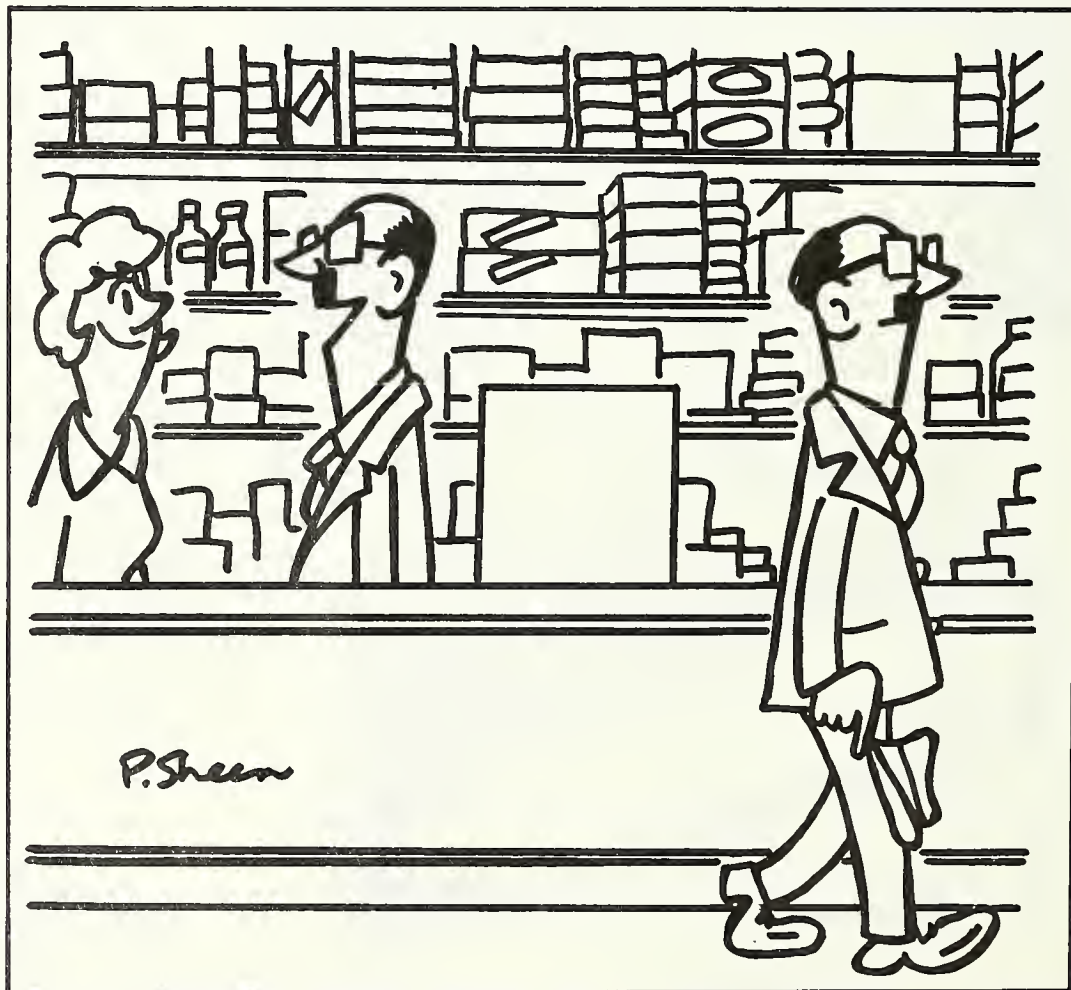
*Continued from p295*

marketing rights for two of Alza's systems—Ocusert and Progestasert.

According to a recent *Ciba-Geigy Journal*, Alza have many further innovations besides Oros in their research and development pipeline. One is Transderm, designed to facilitate the absorption of a systemically active drug through the skin. A small, flexible plastic disc placed behind the ear, for example, delivers controlled quantities of drug through the intact skin.

Another device is osmotic film, in which the active substance is embedded in a polymer and released by osmotic pressure in response to the action exerted by body fluids. Chronomer is a bio-erodible polymer which, used in the form of an implant, is slowly hydrolysed upon contact with the body and releases the active substance contained in it. When introduced into, or placed in contact with, the body it dissolves over a determined period—from 10 days to 20 weeks—during which it releases the drug. Its great advantage over liquid depot injections, according to the *Ciba-Geigy Journal*, is that release of the drug is of zero order and the rod remains palpable so can easily be removed if side effects occur.

The Chronomer and osmotic film are expected to be useful in administration of peptides, hormones, prostaglandins and immuno-modulators.



"I'm most impressed by that applicant for second pharmacist"



reasonable forecast of the future—to embark on market research. Any additional pharmacist will be a charge against the future.

A full-time pharmacist is probably going to cost between £5,000 and £8,000 a year in salary. If your gross profit is, say, between 25 per cent and 30 per cent you will therefore require a minimum turnover increase of between £16,666 and £32,000. I say "minimum" because some of your other variable expenses as well as salaries will rise when you engage this additional staff member. So-called "fixed" expenses are not *permanently* stabilised—rent and rates are almost certain to rise, and gross margins are also variable. And don't overlook the cost of the recruitment itself.

### Impossible dream?

Although your forecast of turnover and profitability can at best be but a probability and not a certainty it should enable you to decide between an impossible dream and a reasonable hope. Forecasts of this nature, market research, can often give a fairly definite "stop" signal but not a definite "go". You must guard against over-optimism and should bear in mind that your new employee will be unusual if he or she does not expect regular salary increments. If the turnover and gross do not grow appropriately you could find your own real income decreasing to make your employee's keep step with living costs.

On the approximate figures we have been using, you might have to look for a potential turnover increase of about 25 per cent on a current turnover of the £100,000 to £120,000 category. Beginning with a sales forecast you can next draw up a *financial* cost to benefit analysis of the situation with or without the added pharmacist. You can follow this with a *total*, financial and non-financial, cost to benefit assessment.

You should bear in mind that an additional pharmacist might either add to or reduce your worries. You will be wise to select most carefully so that, in pharmaceutical terms, the new pharmacist is compatible and does not precipitate troubles. Avoid the trap of thinking that someone you find socially agreeable will necessarily be agreeable in a business relationship or professionally. If you are fortunate enough to have several prospects to choose from, maybe as a result of advertising, do not take the one who comes nearest to your needs if any of the essentials are lacking. The temptation is strong to take someone rather than face a longer wait. But wrong choices can be difficult and costly to part with; have a written description of the qualities you must have in your applicant and try to be patient. You are considering an investment of thousands of pounds a year for perhaps many years ahead and you might not reap a return for some years ahead, therefore apply discounted cash flow principles to your expectations of future additional profits.

Your new pharmacist might generate added turnover and profit in ways you

have not considered in your own estimates. He or she could enable the business to benefit from specialisation, or from division of labour. You as owner could, and should, now have the chance to invest more time in planning policies, in surveying broader fields. Arising from that ask any applicant what they think they could do to justify the salary they would receive. Try to find someone with some specialised experience or qualification to complement your own. Aim to find some specific role for the new colleague, maybe an additional department to produce the added profit needed. A definite place and goal for the newcomer is more likely to motivate than a rather vague general role of relieving you of some of your responsibilities.

As the nub of the problem under review is turnover, actual and potential, in your pharmacy, let us remind ourselves of a few basics for our market research. They are closely allied to the kind of investigations essential when buying an existing pharmacy or setting up a new one.

### Market research considerations

Consider, in relation to your area of the country town, and immediate shopping district, the following current facts and trends:—Population, size, makeup; trade, employment, wages; planned developments, building, roads, etc; competition, pharmaceutical and non-pharmaceutical, health centres, doctors' surgeries, group practices; gross and other margins in pharmacy, for OTC and NHS activities. When forming your forecast, consult all sources of information available—the pharmaceutical Press, your own internal records, government publications, etc. Do not fail to consult your own staff, involve them in your research. Your staff will play a key part in making your forecasts become fact; encourage them to work with you in *setting* targets and you will find you get much more help in *hitting* the targets.

In pharmacy staffing, as in military matters, "time spent in reconnaissance is seldom wasted". For "reconnaissance" read "market research."

## Benn conference on garden leisure

The Garden Leisure Conference will be looking at the future of the garden leisure market and how retailers can profit from this growth sector. A number of well known personalities including broadcaster Bill Sowerbutts and Robert Heller, editor of *Management Today*, will discuss what the consumer is likely to want in the 1980s. The conference will be held at the Birmingham Metropole Hotel, on September 25, 1.45 pm, during the Garden Leisure Exhibition. Fees, which include all conference documentation and afternoon tea, will be £20 (plus £1.60 VAT). Inquiries to the conference manager, Benn Business Promotions, Ltd, 25 High Street, Edenbridge, Kent.

# Price war promotions hit chemists

Promotions of consumer products have been numerous in the past half year. The war between the supermarket groups has made sure of this, although nobody can be certain of the number of exclusive promotions. Even among the outlets of one chain, promotions have varied not only as to period but also in product category and extent of price cut.

"Price cut" is the operative term and of necessity products traditionally sold in independent chemist outlets have been seriously affected, most notably in respect of drug store trading.

The latest issue of *Merchandising and Promotional Intelligence* (published by M. S. Surveys Ltd) contains details of the June campaigns and some indications given of how things have gone for chemists across the first half of the year.

The accompanying table sets out the number of promotions which have been open to all outlets in the five categories classified as the chemist group. Included are promotions which have run in Woolworths and Boots. Not included, however, are promotions arranged with supermarket groups on a "tailored" basis; and it is precisely those which have proliferated since the high street war started in June 1977.

That last point needs to be emphasised because the figures in the table represent only a partial account of what has been going on. One more point: these figures are the result of adding month to month so that a promotion which lasted for three months has come up three times in the table.

Promotions during the first half of 1978 compared with that of 1977:

	1977	1978
Baby foods	45	55
Toiletries	850	938
Cosmetics	178	146
Hair preparations and shampoos	265	197
All medicinal products	21	16
	1,359	1,352

On a simple count-up basis, the first half of this year has therefore been much like the same period of 1977. But within that overall conclusion it can be seen that hair-care products have been fairly quiet promotionally. As for the situation in last June itself, the figure for the chemist group was 246, as against 232 for the year before.

## Unfair dismissal

A new leaflet "Unfairly dismissed?" has been published by the Department of Employment. It contains basic information on the rights of an employee not to be unfairly dismissed and on making a complaint to an industrial tribunal. Copies are available free from unemployment benefit offices, and jobcentres.

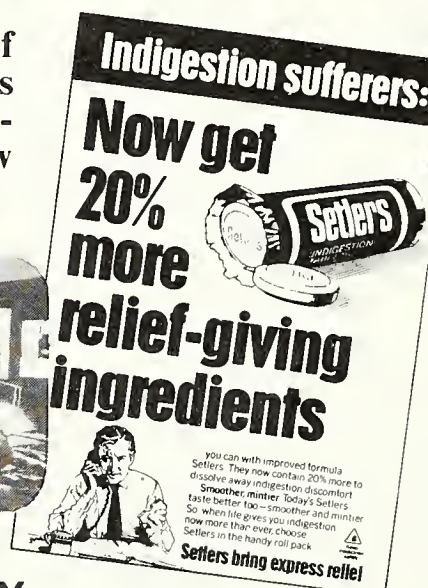


## Moving up from No.2 ?

# EXTRA-STRENGTH SETTLERS NOW THE FASTEST GROWER

MARKET reaction to the reformulation of Setlers with 20% more relief-giving ingredients has been dramatic. Sales have shot up. The big-scale press and TV campaign announcing the new formula is being seen and remembered. Setlers is now the fastest growing brand in the market.

Chemists are telling us that the new improved product features (increased strength, extra minty flavour and a new fine texture) have all been enthusiastically received by customers.



### PROFIT OPPORTUNITY

Ensure that you get your share of this growing business - follow through the sales impact of Setlers advertising into your store with these four easy steps:

One: Make full use of Setlers in-store displays and point of purchase material which tie in with advertising to work for you. Two: Place your Setlers dispensers where they will be seen - and where they will generate impulse sales. Three: Remind your customers that Setlers are a convenient and effective product. Four: Stock up now to meet the demand created by high-impact winter television advertising.



## £200,000 Sales Booster

As the only all-in-one spot/acne treatment available, Clean and Clear scored a tremendous sales success during its introductory period last year. Now Clean and Clear will be given a further boost with a record advertising budget of £200,000 for the coming year.

Clean and Clear advertising will appear in a heavyweight campaign aimed directly at users and potential users in the big-readership national newspapers, as well as the colour pages of popular women's and teenagers' magazines.

Every sale of this new major brand from Beecham means additional business for you - and repeat business. So don't risk losing any of it through insufficient stocks. Order enough to meet the growing demand - and display your Clean and Clear p.o.p. material prominently.

## ENO ADS CAUSE A STIR

While Eno sales are buoyant worldwide, here in Britain advertising is making full use of the current "Ish" theme ("Morning after-ish", "Monday morning-ish" and other "ishes") to promote its selling message. A message that briefly spells out how Eno's special antacid formula and instant sparkle pleasantly take away that flat, let-down feeling, while freshening the mouth and settling the stomach.

## SALES EXTRA

### HOT LEMON

Watch out for Beecham's new bonus-profit deal on Hot Lemon. It's coming your way. And when it comes take advantage of it in a big way. With new all-winter, record-breaking advertising it'll be a sure-fire seller with big, big profits for you!

### NIGHT-NURSE

Night-nurse joins the top products in Beecham's Big League. Night-nurse outsells its biggest competitor. And you can expect sales to go even higher.

Because a record-breaking TV campaign goes on the air in October - and continues throughout the winter. So you can share in this great success. Beecham have one of the best deals in years for you. New point of sale material is also available. Order early to meet the demand.

# BUY BEECHAM HOME MEDICINES, display... and sell



## Can 'big business' help pharmacy?

I could not help but be alarmed by two statements which appeared in your issue of July 15 and which, whilst appearing separately, could be put together.

The first was contained in your description of Unichem's computer ordering systems in independent pharmacy: "Mr Frank Judge from Penge, South London, reports that his assistants were so pleased with the system that all the pharmacy's orders were being routed to the computer at first and nothing to other wholesalers." Several advertisements you have been carrying for the same company contain the expression "Independent retail pharmacists need to safeguard their future." Surely these two statements cannot be reconciled. In fact if I give all my business to Unichem I become totally dependent and, what is most worrying, I become dependent on a "big business".

Can any of your readers draw to my attention a time when "big business" has really helped the little man, not only in our industry but in any other? When I wanted to start in business on my own it wasn't "big business" in the form of Unichem which helped me, even though I asked, but a small private wholesaler who backed me as a man and has helped me since.

**D. Morton Hickson**  
Midhurst

## Enterprise and the independent chemist

As a member of the Enterprise group I feel there has been some very misleading, premature and potentially damaging Press concerning the acquisition of the Branded Goods-Enterprise group by Dixons. As an independent proprietor who firmly believes in Enterprise and its future, I feel that the situation needs balancing and clarifying to some extent. After studying the situation in detail I have concluded that the only way that BG-Enterprise could go national in strength is by merging with a wholesaler offering a high frequency "ethical" delivery service.

Branded Goods has been very successful and efficient in the midlands. If Barclays can emulate this efficiency in the new BG-Barclays group, then the potential strength of the group on a national scale is limitless—the buying power could eventually be greater than that of Boots.

Some independent chemists have expressed concern about Westons in this situation. In my view Westons have been both unprofitable and an embarrassment to Barclays for some time. The conversion of Westons shops into Enterprise units with their proven expertise and efficiency can only be beneficial to all

concerned in retail pharmacy and in particular should increase the strength of the independent member sharing the same image.

The areas in which there is a direct conflict between Westons and an existing Enterprise member have got to, and I believe will be, resolved in the interest of the existing Enterprise member. This could even mean closing the Westons shop concerned, as a stated policy of the Enterprise group is that an Enterprise franchise is restricted within an exclusive  $\frac{1}{4}$  mile radius.

The only way that we independent pharmacists will be able to survive and consolidate our strength (already weakened by poor negotiations with the Department of Health) will be for us to utilise to the full the advantages inherent in the organised and competitive buying power of a few large wholesale groups. I believe, as do also a number of my colleagues, that independent proprietors cannot afford a "wait and see" attitude. They must be progressive and look to the future. I believe that independents should put their faith in Enterprise when it goes national in order to progress and gain strength in the 1980s.

**M. R. Allen**  
Rugby

## Chain reaction

I really cannot believe you are so out of touch to hold the opinion that pharmacy currently holds the key to its future!

It lost it a long time ago when it opted to be "entrepreneurial" rather than "professional"; when it negotiated and accepted payments in decimal points of a penny; when leapfrogging did not offend the code of ethics; when body corporates were allowed to be registered sellers; when . . . I could go on.

However, the real problem is what can be rescued from the present situation? It must be recognised the multiple (big or little) is here, and every new entrant to private retail pharmacy generally dreams of having more than one pharmacy, thus aspiring to be a multiple.

Recognise that situation, Mr Editor, and do not be devious. Link, rather than rattle the chains! After all, when the DHSS can say "No" without fear of retribution, there may be some value for larger units in opposition. The individual has little encouragement in these days. On reflection . . . am I being too cynical?

**A mere unit**

## Inducement to phase out counter trade

Even if one does not agree with the action of West Glamorgan LPC one can understand the frustrations which have brought it about. The Pharmaceutical Services Negotiating Committee, having seen the edge of the abyss, swiftly went into reverse, changing its chairman and reviewing its statistics through a mirror.

Contractors reading the Commons

debate (C&D, July 8) can only conclude that politicians will continue to sit on the fence and decide nothing. For various reasons unconnected with NHS dispensing profits—expansion in North America, better OTC profits—Boots' shares rose 10p on the Stock Exchange the Friday that pharmacy was debated in the House. The pharmacist is left with the 2.9 per cent net profit on dispensing NHS prescriptions. A physical limit to the number of prescriptions one can expect and can dispense leaves no way out by expansion.

I suggest the pharmaceutical schizophrenia and dichotomy of business interest must now be solved before we can see a way forward. We must come off the fence ourselves. New money must be found by the Department to finance an inducement grant to phase out counter business and concentrate on our *raison d'être*—dispensing. The grant would be payable on production of audited accounts, rising to a maximum where the counter trade was nil and the professional business was 100 per cent.

As well over 60 per cent of the average pharmacy's turnover is in NHS dispensing, the final rejections of the distractions of counter trade would not be as traumatic as first thought. Negotiations by the PSNC and the Department would then be on a proper professional basis.

**R. N. Thomas**  
Holyhead

## The movement of doctors' surgeries

The document outlining proposals for the rational distribution of pharmacies consistently states that an acceptable pharmaceutical service is essential. How can this be attained, and more importantly, be maintained if doctors' surgeries can be moved continually almost at will—movements without proper discussions or real consideration of the true needs of the public in relation to both the medical and pharmaceutical services? Many such moves are contrary to these essential aims yet they have taken place, often with disastrous results to the public and to general practice pharmacists.

This document should make a positive stand on the movements of doctors' surgeries and in this instance accept the lead voluntarily given by Mr Moyle, the Minister for Health, in the House of Commons debate, on June 29 on pharmacy's problems, when he stated "We must also consider the movements of general practitioners which sometimes leave pharmacists stranded." "Stranded" in such cases leads often to non-viability and more closures of essential pharmacies.

This is a national problem with national repercussions. However, it is being highlighted in deprived inner city areas, City and East London, where a working party consisting of general practice doctors, has been set up in the

*Continued on p300*



LETTERS

Continued from p299

Newham district to investigate the conditions and problems of GP doctors' surgeries, which include partnership and group practices. Such discussions must take account of the needs of the community in relation to a comprehensive pharmaceutical service. The findings and any proposals should require endorsement of both the public and GP pharmacists. To ignore the latter two groups will increase the present ferment and lead to chaos. "Rational distribution of pharmacies" is not a long term possibility unless at the same time there is a real measure of continuity with doctors' surgeries and this must not be allowed to continue as at present with GP pharmacies always following and continually playing second fiddle.

Surely the Pharmaceutical Services Negotiating Committee is not looking upon us as a new race of "Nomadic" pharmacists, forced to move continually regardless of the reasons and motives behind such movements?

In a national health service, GP pharmacists have the right to reasonable stability and even peace of mind, without the continuous nagging question, "Is it our turn next?"

The interests of the community must

be the real reason for the existence of the NHS. Small minorities cannot be allowed to continue to negate this fundamental purpose.

**George Baxter**  
London E13

A poser poser

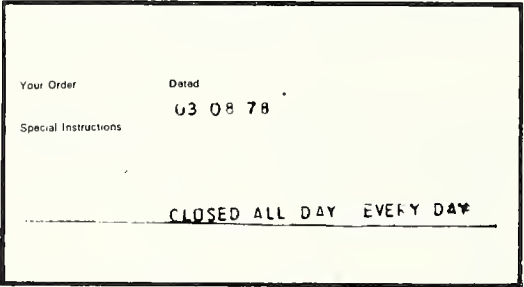
Mr Xrayser you caused me problems. Separating posers and answers is all very fine, but why did you encourage the Editor to print the answers upside-down?

Pages are designed to be moved either east to west or west to east. The north-south or south-north turn-around is a much more complex operation.

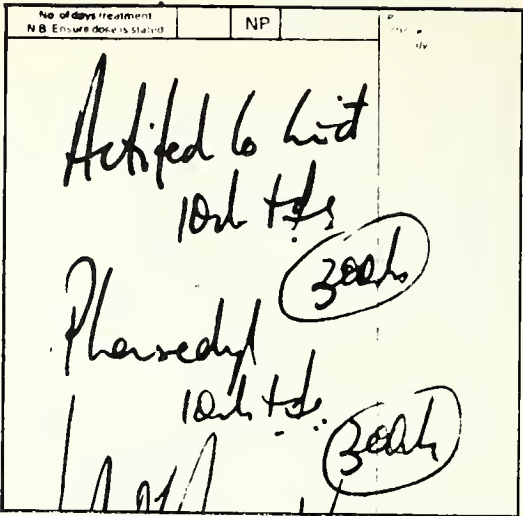
Please maintain the normal flow and include the answers later in the book.

Last week's method (p248) offends the eye and requires much more coping with.

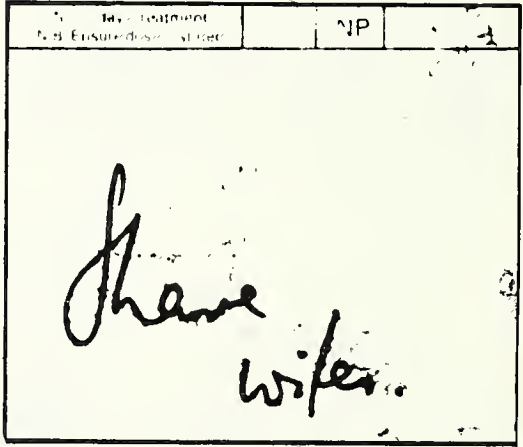
**Upwrite**



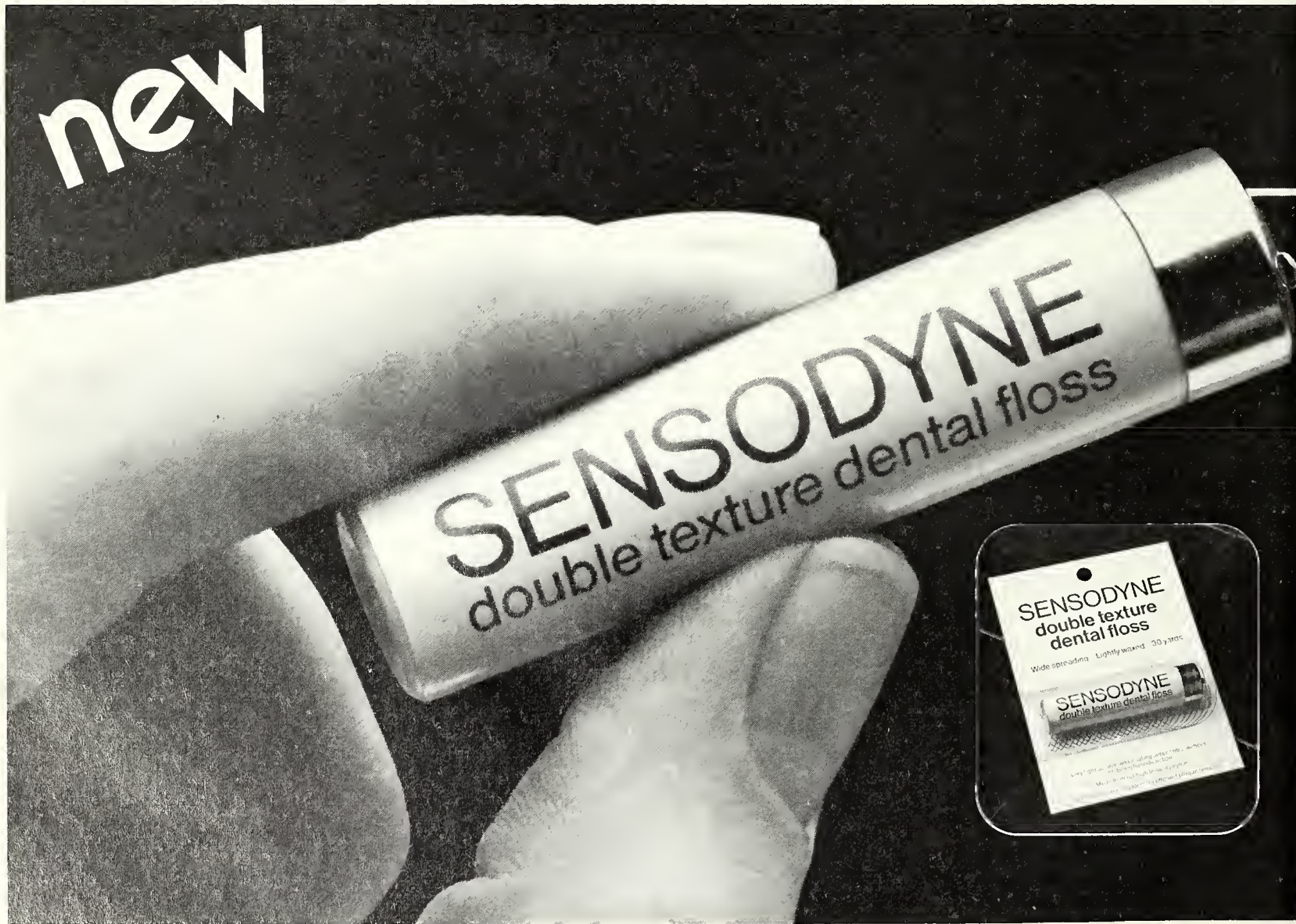
A subscriber in Manchester says he's heard of a shorter working week but this delivery note to him was carrying things a bit far. He says fortunately the driver appeared not to bother to read it



Prescription for Mrs X



... and for Mr X  
The message for Mr X to share his wife('s) was intended for the receptionist (from a subscriber in Wales)





## COMPANY NEWS

### Schering-Plough to acquire Scholl?

Schering-Plough, the US pharmaceutical company, have agreed in principle to acquire Scholl Incorporated for an exchange of stock worth \$30 a share. The agreement has been approved by directors of both companies but is subject to agreement by the Scholl stockholders and certain US government rulings. It is hoped to complete the take-over by the end of the year.

### S & N half-year profits up 25 pc

Pretax profits of the Smith & Nephew group rose 25.5 per cent to £9.28 million for the 24 weeks ended June 17, 1978 (£7.4m in the same period in 1977). Sales to third parties were 7.9 per cent up to £84.7m (£78.5m). An interim dividend of 0.935p per share has been declared for payment on October 2.

### Bibby profits up a third in first half

The board of J Bibby & Sons Ltd have reported record profits for the half year ended July 1, 1978. Profit before tax was £3,719,000, an increase of 33.3 per cent

over the £2,790,000 for the corresponding period of 1977. The net profit attributable to shareholders after taxation, but before taking into account extraordinary items, was £2,789,000, compared with £1,950,000 as restated for the first half of 1977 (£1,339,000 on original basis).

The chairman says that a substantial increase in trading surplus was recorded by the paper and converted products division and a good improvement by the edible oils division. The feeds and seeds division achieved a slightly lower trading surplus in the face of more difficult trading conditions and the farm products division showed a reduction due in part to the fact that the comparable period in 1977 included a contribution from Norfolk Newlay Egg Co Ltd which has since been sold. The board forecasts that, given no unforeseen setback, a pre-tax profit of the order of £7.5m for the full year should be achieved.

### Alza revenues up

Alza Corporation have announced revenues of \$2,086,000 for the second quarter of 1978, compared with \$1,809,000 for the similar quarter in 1977. Net loss for the quarter was \$0.28 per common share, compared to \$0.59 for the 1977 quarter.

Alza Corporation are currently developing and testing a range of therapeutic systems for controlled, continuous administration of medication (see p295).

### Bush Boake Allen expand in US and UK

Albright & Wilson are to spend £500,000 on two new projects in the US and UK for its Bush Boake Allen flavours and fragrances subsidiary. The larger of the two projects, both with a completion date of May 1979, is for the purchase and installation of a spray drier of 320,000 lb annual capacity for powdered flavours manufacture at BBA Inc's New Jersey-based site.

The second project, costing £230,000, is for a new distillation unit at Widnes, Lancs, to produce fragrance fine chemicals from pinenes and the derivative myrcene. The new still will replace a smaller unit and have a throughput 50 per cent greater than at present.

### Jeyes' new plant

Jeyes UK Ltd have commissioned a new manufacturing and filling department for antiseptics at their new £2m plant in Thetford. The department is capable of producing more than six million bottles of antiseptic a year and is Jeyes' first move into antiseptics manufacture in the UK. When in full operation the plant will provide 15 new jobs and save the company £30,000 on previously bought in materials. It will also give Jeyes total quality control of the product.

*More Company News on p303*

# Our fame is spreading

**What it is** Sensodyne Dental Floss is the latest addition to the fast-moving Sensodyne range of dental care products. It's a new concept in floss — made from ICI high-tenacity nylon, double-textured to give maximum spreading while not losing out on strength, and very lightly coated with water-soluble wax to facilitate handling without loss of cleaning efficiency or interference with fluoride application.

**Why it's good for you** Sensodyne Dental Floss is good for your business because it's premium priced (RSP 49p for 30 yards), attractively packaged and backed by the Sensodyne reputation for high-quality aids to dental care. Like all Sensodyne products, Dental Floss has excellent growth potential for the retail chemist because he is uniquely placed to endorse the dentist's recommendation.

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Geoffrey Bass, Unichem

## APPOINTMENTS

**Unichem Ltd:** Mr Geoffrey Bass has been appointed regional manager, Scotland. Mr Bass has been with Unichem since 1970.

**Jeyes UK Ltd:** Dr Robin A. Gray has been appointed research and development director. He has been with Jeyes since 1973.

**Vestric Ltd:** Mrs R. C. Ward was assistant branch manager at the Bexhill branch, and not as stated in this column last week.

**Rockware Glass Ltd:** Mr G. V. Maund has been appointed personnel director. Mr R. MacDonald Bailey replaces Mr Maund as marketing director.

**Max Factor Ltd:** Mr Robin Vincent will be joining the company as deputy managing director next month. Mr Vincent has resigned as deputy managing director of Yardley of London Ltd.

**Houbigant Ltd:** Tony Sheridan has been appointed marketing manager. Mr Sheridan has worked at Yardley, Gala and Dutch multi-national AKZO with responsibilities for product development, brand and export management.

### Briefly

**Mallory Batteries Ltd,** Gatwick Road, Crawley, West Sussex RH10 2PA, have an enlarged sales and marketing department and a new telephone number: (0293) 512021.

On August 18, all London departments of **Roche Products Ltd** were to move to new premises at the Welwyn Garden City site. All communications should be sent to Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts AL7 3AY.

The 101-year-old pharmacy of **John Saville Ltd** at 16 Goodramgate, York, has been sold to F. W. Wood & Son Ltd who have several pharmacies in York. The business of Savilles includes a photography and hi-fi department at 7 Goodramgate which will not be affected by the sale of the pharmacy.

## MARKET NEWS

### Few summer lemons

London, August 16: Canada and Peru balsams increased slightly in price this week. There is a general scarcity of benzoin, and lemons are in short supply because of increased use in the summer drinks market. New crops in November and December should ease the latter. The improved value of the pound against the dollar resulted in decreased prices in some commodities but this was balanced by higher prices at origin of others. In general the market was steady.

### Pharmaceutical chemicals

**Acetarsol:** £14.28 kg in 50-kg lots.  
**Acetic acid:** 4-ton lots, per metric ton delivered—glacial BPC £274, 99.5 per cent £261.50; 80 per cent grade, pure £240.50; technical £224.50.  
**Acetone:** £262 to £266 metric ton as to grade for 30-drum lots.  
**Adrenaline:** (per g) 1-kg lots base £0.25; acid tartrate £0.20.  
**Caffeine:** Anhydrous BP and hydrous, £4.86 kg in 100-kg lots.  
**Calamine:** BP £618 per 1,000-kg delivered.  
**Calcium carbonate:** BP light £145 metric ton.  
**Calcium chloride:** BP anhydrous 96/98% £0.93 kg in 50-kg lots of powder; granular £0.95; hexahydrate crystals BP 1968 £0.68.  
**Calcium gluconate:** £1,562 per metric ton.  
**Calcium lactate:** 100-kg lots £1.35 kg.  
**Calcium pantothenate:** £7.70 kg in 25-kg lots.  
**Cyanocobalamin:** (Per g) £3.88 in 10g lots. £1.88 in 100g lots.  
**Cyclobarbitone:** Calcium £18.61 kg in 25-kg lots.  
**Dextranthenol:** (Per kg) £12.28; 5-kg £11.03.  
**Dextromethorphan:** £164.85 kg, £162.85 kg in 5-kg.  
**Dihydrocodeine bitartrate:** £535 kg in 20-kg lots: Subject to Misuse of Drugs Regulations.  
**Ephedrine:** (Per kg) £15 in 500-kg lots; hydrochloride sulphate £18 in 50-kg.  
**Iodides:** Ammonium £7.97 kg (for 50-kg lots); potassium £3.77 kg (250-kg lots); sodium £5.81 kg (50-kg).  
**Iodine:** Resublimed £5.49 kg in 250-kg lots.  
**Iodoform:** US NF £11 kg in 50-kg lots.  
**Isoprenaline:** Hydrochloride £60 kg; sulphate £50.  
**Kaolin:** BP natural £122.50 per 1,000 kg; light £128.70 ex-works in minimum 10-ton lots.  
**Lactic acid:** BP 88/90% £1.75 kg in 70-kg drum.  
**Lignocaine:** (25-kg) base £11.07 kg; hydrochloride £11.17.  
**Lobeline:** Hydrochloride BPC and sulphate £1.40 per g.  
**Magnesium carbonate:** BP per metric ton—heavy £550 to £590, light £450.  
**Magnesium chloride:** BP crystals £0.68 kg for 50-kg lots.  
**Magnesium dihydrogen phosphate:** Pure £2.08 kg in 50-kg lots.  
**Magnesium hydroxide:** (metric ton) BPC light £1,240; 28 per cent paste £440.  
**Magnesium oxide:** BP per metric ton, heavy £1,350; light £1,240.  
**Magnesium sulphate:** BP £116.70-£124.70 metric ton commercial £103.50-£111.50; exsiccated BP £249.40.  
**Magnesium trisilicate:** £1 kg (metric ton lots); £1.20 kg (500 kg lots).  
**Mercurials:** Per kg in 50-kg lots; ammoniated £7.48, oxide—red £8.82 and yellow £8.54; perchloride £6.14; subchloride £7.82, iodide £8.10.  
**Saccharin:** BP in 250-kg lots £4.93 kg; Sodium £4.25.

### Crude drugs

**Aloes:** Cape £980 ton spot; £940, cif. Curacao £2,270 cif.  
**Balsams:** (kg) **Canada** £13.20 spot; £13.10 cif.  
**Copaiba:** £2.50 spot; no cif. **Peru:** £8.10 spot £8.05 cif. **Tolu:** £5.40 spot.  
**Benzoin:** £161 spot; £160 cwt, cif.  
**Camphor:** Natural powder £5.10 kg spot, £5.15 cif, Synthetic £1 spot and cif.  
**Cascara:** £990 metric ton spot; £950 cif.  
**Chillies:** New Guinea birdseye £2,350 metric ton spot; £1,900-£2,250 cif as to date of shipment.  
**Cinnamon:** Seychelles bark £470 metric ton spot; £380, cif. Ceylon quills 4 o's £0.74 lb; featherings £3.05 metric ton, cif.  
**Cloves:** Madagascar-Zanzibar £4,300 metric ton, spot, £4,000 cif.  
**Dandelion:** Spot £1,620 metric ton spot; £1,600 cif.  
**Ergot:** Portuguese-Spanish £1.70 kg spot; £1.65, cif.  
**Gentian:** Root £1,580 metric ton spot; £1,560 cif.  
**Ginger:** Cochiti £1,050 metric ton, spot; £910 cif.  
**Henbane:** Niger, £1,600 metric ton spot; £1,580 cif.  
**Ipecacuanha:** (kg) Costa Rica £8.90 spot; £8.70 cif.  
**Kola nuts:** £620 metric ton spot; £570, cif.  
**Lemon peel:** Unextracted £1,200 metric ton spot, shipment £1,270 cif.  
**Liquorice root:** Russian £360 metric ton spot; £350 cif. Block juice £147 per 100 kg spot; spray dried £1.50-£1.60 kg.

**Lobelia:** American £1,290 metric ton spot; European £1,220 spot.  
**Lycopodium:** Russian £5.20 kg. cif. Indian £4.50  
**Mace:** Grenada unsorted £2,130 ton, fob.  
**Menthol:** (kg) Brazilian £9.35 spot; £9.30-£9.50 cif. Chinese £8.70 spot; £7.60 cif.  
**Nutmeg:** (per metric ton) Grenada 80's unquoted; unsorted £1,425 defectives £1,120.  
**Nux Vomica:** No spot; forward £255 metric ton, cif.  
**Pepper:** (metric ton) Sarawak black £1,000 spot, £890, cif; white £1,850 spot; £1,410, cif.  
**Pimento:** Jamaican 1,120 metric ton spot; £1,085, cif.  
**Podophyllum:** Root Chinese £420 metric ton, cif; Indian £830, cif.  
**Quillaia:** Spot £1.20 kg; £0.90, cif.  
**Rhubarb:** Chinese rounds 60 per cent pinky £3.50 kg, spot; £3.25, cif.  
**Saffron:** Mancha superior nominal.  
**Seeds:** (metric ton) **Anise:** China star £975 spot; £760, cif. **Caraway:** £690. **Celery:** Indian new crop £450. **Coriander:** Moroccan £210. **Cumin:** Turkish £850; Iranian £970. **Dill:** Chinese £210. **Fennel:** Chinese £240. **Fenugreek:** Moroccan £220. **Maw:** £485. **Mustard:** English £250-£350 spot.  
**Senega:** Canadian £12.10 kg spot; £11.80, cif.  
**Styrax:** Turkish natural £4.00 kg spot, no cif.  
**Tonquin beans:** Para £2.30 kg spot; £2.10 cif.  
**Turmeric:** (metric ton) Madras finger no firm quotations. Alleppy £1,050 metric ton, cif.

### Essential and expressed oils

**Almond:** Sweet in drum lots £1.10 kg duty paid.  
**Anise:** (kg) Spot £14.85; shipment £14.50 cif.  
**Bay:** West Indian £11.20 kg, cif.  
**Bois de rose:** Spot £6.50 kg; shipment £6.50 cif.  
**Buchu:** South African £120 per kg spot; English distilled £190.  
**Cade:** Spanish £1.25 kg.  
**Camphor white:** £0.90 kg spot; £0.86, cif.  
**Cananga:** Indonesian £17.50kg spot; £17.20, cif.  
**Caraway:** Imported £20 kg spot.  
**Cardamom:** English-distilled £320 kg.  
**Cassia:** Spot nominally £36.50 kg; shipment £34, cif, English distilled from bark £160.  
**Cedarwood:** Chinese £1.46 kg spot; £1.35, cif.  
**Celery:** English distilled £40 kg.  
**Cinnamon:** Ceylon leaf £3 kg spot; £2.80 cif.  
**Citronella:** Ceylon £1.45 kg spot; £1.41, cif Chinese £2.30 spot; £2.18 cif.  
**Clove:** Indonesian leaf, £2.30 kg spot; £2.25, cif; English-distilled £38.  
**Coriander:** Russian about £20 kg.  
**Eucalyptus:** Chinese £1.87 kg spot; £1.80, cif.  
**Fennel:** Spanish sweet £10 kg spot.  
**Geranium:** (cif) Bourbon £45.00 kg, Chinese £28.00.  
**Ginger:** Imported from £36.50 to £75 kg spot as to source. English-distilled £105.  
**Lavender spike:** £12.50 kg cif.  
**Lemon:** Sicilian best grades from £15.50 kg.  
**Lemongrass:** Cochiti £5.50 kg spot; £4.80 cif.  
**Lime:** West Indian £10.50 kg spot.  
**Mandarin:** £18.50 kg spot.  
**Nutmeg:** East Indian £10.50 kg spot and cif.  
**Olive:** Spanish £1,295 per metric ton in 200-kg drums ex-wharf; Mediterranean origin £1,285; Tunisian not offering.  
**Orange:** Florida £0.56 kg spot; £0.50, cif. Brazilian £0.47 cif, spot.  
**Origanum:** Spanish 70 per cent £16 kg nominal.  
**Palmarosa:** No spot offers; £13.25 kg, cif.  
**Patchouli:** Indonesian £9.50 kg, cif.  
**Pennyroyal:** From £13 per kg spot.  
**Pepper:** English-distilled ex-black £125 kg.  
**Peppermint:** (kg) Arvensis—Brazilian £5.30; spot, £5.10 cif. Chinese £4; spot £4.15 cif. Piperata American Far West about £15.60 cif.  
**Rosemary:** £5.60 kg spot.  
**Sandalwood:** Mysore £80 kg spot; no shipment.  
**Sassafras:** Brazilian £2 kg spot; £1.84 cif.  
**Spearmint:** (kg) American Far-West £11.50. Chinese £12.25 spot; and cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

## COMING EVENTS

### Advance Information

**Diploma Course in Cosmetic Science,** Polytechnic of the South Bank, Borough Road, London E1. Registration September 20. Course starts September 25.

**Yorkshire Region, Pharmaceutical Society,** Lecture on Part III of Medicine Act, September 27, school of pharmacy, University of Bradford, at 8 pm and September 28, postgraduate medical centre, Hull Royal Infirmary at 8 pm. By Mr G. Appelbee (head of law department, Pharmaceutical Society).

**Research Data Management and Information Systems Seminar,** September 1, Ebury Gate, 23 Lower Belgrave Street, London SW1. Organised by Clinical Data Research Services and Service in Informatics and Analyses Ltd. Application and fee (£20) to the information centre, SIA Ltd, Ebury Gate, 23 Lower Belgrave Street, London.

**Eighth Technicon International Congress, Laboratory Management and Automation,** December 12-14, Wembley conference centre. Sessions include current trends in clinical chemistry; automation and application of immuno-assay and pharmaceutical quality control. Further details from Technicon Instruments Co Ltd, Evans House, Hamilton Close, Houndmills, Basingstoke.







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## ASPRO CLEAR

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Nicholas Laboratories Ltd, 225 Bath Road, Slough, Bucks. Tel: Slough 23971. Grams: Nicholas Slough. Telex: 848388.

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## ATHLETIC SUPPORTS (BODYBELTS)

Sallis, E. Ltd., Vernon Works, Basford, Nottingham NG6 00H. Tel: Nottingham 77841-2/78545-2.

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William Freeman & Co. Ltd., Suba-Seal Works, Staincross, Barnsley, South Yorkshire. Tel: 0226-84081. Lewis Woolf Grightlight Ltd., 144 Oakfield Rd., Sellyoak, Birmingham B29 7EE. 021-472 4211. Telex: 338666.

## BABY FEEDING PRODUCTS

"Canon Babysafe" distributed by: Jackel & Co. Ltd., Kitty Brewster Estate, Blyth, Northumberland. Tel: Blyth 2596/7/8.

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William Freeman and Company Ltd., Suba-Seal Works, Staincross, Barnsley, South Yorkshire. Tel: Barnsley 84081. Telex: 547186. "Canon Babysafe," Jackel & Co. Ltd., Kitty Brewster Estate, Blyth, Northumberland. Tel: Blyth 2596/7/8.

## BABIES' NAPPIES, PANTS, FEEDERS

The Trimster Co. Ltd., Portland Road, Dorking, Surrey RH4 1EW.

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## BATHROOM SCALES

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Alro Girl Cosmetics Ltd., 77 Lower Clapton Road, London E5. 01-985 8819 and 01-476 5414. Creme Simon Ltd., 7 Lauderdale Parade, Lauderdale Road, London W9 1LU. Tel: 01-286 7509.

## CREAMS

H. E. B. Pharmaceuticals for dermatological creams and ointments, J. Waterhouse & Co. Ltd., 6 Church Street, Ashton-u-Lyne, Manchester. 061-330 5667.

## CYDER VINEGAR

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## DISTRIBUTORS OF COSMETICS AND FRAGRANCES

Germaine Monteil (UK) Ltd., 33 Old Bond Street, London W1. 01-629 1378. Telex: 264320 BACLDNG.

## DISPENSING TABLETS

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## PERFUME (FETE)

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